

17 PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXLI, No. 1

NEW YORK, OCTOBER 6, 1927

10C A COPY



BOTANISTS will tell you tobacco is an annual, grown from new seed each year.

We hold no brief for other tobaccos. But this we know—the seed of Prince Albert popularity sown by Advertising Headquarters seventeen years ago at once produced a consumer demand that has never stopped leafing.

Scarcely a month or week or day of any year since 1910 but has seen new growth—more and more smokers won to P. A.—and deeper and deeper roots—an unweanable liking for P. A.'s biteless flavor and parchless fragrance.

Perennial, too, is Prince Albert advertising appeal. It was right at the start. We've never dug it up to see what made it grow. We've never transplanted it to try the effects of this exposure or that.

Brands may come and brands may go, advertising slants may tilt and totter, but Prince Albert hews to the line, letting the "crips" fall where they may.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Winning the Cooperation of the Retailer

ONE reason why Standard Farm Papers have so much influence with retailers, is because they are edited in the community in which they circulate.

These papers recognize local farming needs and discuss sectional rural problems. Retailers appreciate this. They get most of their business from farmers. Anything that helps the farmer, helps them.

Standard Farm Papers make numerous field contacts annually. Traveling editors visit nearly every locality each year.

This appeals to the retailer. He sees that Standard

Farm Papers are edited for practical farmers—for his customers.

If there is an important agricultural meeting in any town during the year, the chances are that a Standard Farm Paper editor is the principal speaker. Retailers attend these gatherings. And when they do, they are impressed with how close Standard Farm Papers keep to their subscribers.

A magazine or any national publication editor doesn't show up in the average retailer's town once in a blue moon. Is it any wonder that retail merchants enthusiastically boost goods that are advertised in Standard Farm Papers?



*Thousands of your dealers get most of their business
from the readers of these papers:*

The Prairie Farmer
Wallaces' Farmer
The Nebraska Farmer
The Farmer, St. Paul
The Progressive Farmer

Hoard's Dairyman
The Breeder's Gazette
The Wisconsin Agriculturist
The American Agriculturist
Pacific Rural Press

THE STANDARD FARM PAPERS

WALLACE C. RICHARDSON, Gen'l Manager

Chicago

Courtney D. Freeman, Western Mgr.
307 North Michigan Ave.

New York

Willard E. Downing, Eastern Mgr.
250 Park Ave.

San Francisco, Kehl Bldg.

1927
on
128 15725 51 93 141 61 161 1927

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXLI

NEW YORK, OCTOBER 6, 1927

No. 1

Sunkist's Dealer Service Calls Cost \$2.10 per Call

How the Expenses of This Dealer Service Department Are Compiled and Checked against Concrete Accomplishments

By James O. Cook, Jr.

Manager, Dealer Service Department, California Fruit Growers Exchange

COMPETITION has forced so many advertisers into the whirlpool of dealer service that many of us cannot tell clearly as yet just why we are in it, much less whether we are getting our money's worth. Those who pioneered service activities to the retail trade have a pretty clear conception why they are in it. In nearly every case a definite desire to improve retail distribution conditions, at least so far as pertained to their own particular product, prompted most of these pioneers to attempt some measures along other than strictly selling or consumer advertising lines. Service with such advertisers is aimed to educate the man who passes their products on to the ultimate consumer.

In its own field the California Fruit Growers Exchange might be classed as one of these pioneers. As long ago as 1914 attention was being directed to this problem of improving retail distribution. Here is a food product, perishable in nature, bought and sold fresh every day in the year. The Exchange simply produces oranges and lemons and distributes them, in carload quantities, to the 3,750 jobbers in the United States and Canada who handle this class of foodstuffs. Further than that the Exchange has no selling contact with the retail grocer, fruit dealer or others in the army of 450,000 food retailers through whom the product finally passes to the consumer.

Changing dietary conditions brought about partly by advertising and partly by altered living conditions were, at that time, presenting a golden opportunity for the producer who could synchronize everything all down the line to harmonize with the normal trend of events. So, in 1915, investigators were put in the field to visit retailers and find out what an organization of farmers out in California could do to prepare the retailer so that he might discharge his responsibilities more efficiently and thereby cash in on this opportunity to the utmost.

They found that a great majority of retailers, particularly grocers, who were not then harassed to any great extent by chains, looked upon fruits and vegetables as a nuisance—"convenience articles" handled solely as an accommodation to those who might insist upon them. Oranges and lemons, although extremely bright in color and with a very definite appetite appeal, were hidden behind boxes, under counters or kept in the back room with only a handful on display. Worst of all, prices were either in units that discouraged quantity buying or prices were unnecessarily high, further retarding free buying. Oddacent prices in the sale of fruits were practically unknown.

While not many authentic remedies were at hand in 1914 quickly to overcome these obstacles, it was felt that if a force of personal representatives of the Exchange was

put in the field that it would be able, before long, to develop enough practical successful experience from those who were merchandising fruits properly to furnish ammunition that could be used with the others.

From December 1, 1915, when the first force of Sunkist service men took the field, it has been made clear to every man, at the outset, that this is merely an "idea exchange." Nothing that does not

trade is due to lack of understanding just what is being sought. If you know what you want to do it is much easier, as the years go by, to check up and see how successfully you are doing it. This should be point number one to be settled decisively in sales, advertising or dealer service. You cannot check results without it.

It was not long before Exchange service men developed that there were three primary objectives to



WINDOWS LIKE THESE PUT IN BY EXCHANGE SERVICE MEN DEFINITELY INCREASE SALES AND DEMONSTRATE THE EFFICIENCY OF DEALER SERVICE CO-OPERATION

stand the test of practical experience from actual merchants is passed on to the 70,000 retailers visited annually by the twenty-three men engaged today in this work.

Now, what is the measuring stick that has been used to determine whether or not the work these men have been doing for the last twelve years is worth the money put into it? The work is expensive, no matter whether charged to sales or advertising, and if not productive is a costly luxury. Before checking for results every manufacturer or advertiser should be very sure that the proper preliminary research has been done so that when service work is started a definite need will have been uncovered and by answering this need a direct path can be followed. Most of the uncertainty today about the value of service activities with the retail

go after with retail distributors of oranges and lemons. The first objective is to educate retailers in better buying practices. This is done by citing examples of how others, by proper attention to sizes and quantities, have placed in their stores the kind of merchandise which, with a reasonable amount of merchandising pressure, can be moved with the most satisfaction.

The second ideal is to show dealers how to price this fruit for resale after they get it in their stores. A prominent merchandising expert was employed for a considerable time to work out, on the basis of information furnished by the Harvard Bureau of Business Research, the National Association of Retail Grocers and others, just and reasonable margins for the sale of citrus fruits that would not only cover all possible costs of doing business, but leave the dealer a

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THE VOICE OF VILLAGE AMERICA

Monday Tuesday
Wednesday Thursday
Friday Saturday Sunday!

Daily Action From
a Weekly Magazine

CHRISTIAN HERALD, with several departments designed for *daily* reading, renders a unique service to the advertiser. It is read each day in the week by people who have the money to buy.

There is no more responsive audience in America.

Christian Herald

Bible House, New York

Graham Patterson, Publisher

Paul Maynard, Advertising Manager

definite net profit as well. This expert talked before groups of merchants for many months and the experience gained from his contacts is still being used in ramified forms eight years later.

The third aim is to get better fruit display and to show the merchant how to tie up his stock and display with Exchange advertising. This not only embraces the placing of windows and store display material but rearrangement of stand display to set the fruit off to best advantage.

The usual procedure in demonstrating the practicability of these ideals to the merchant is to promote a so-called "special sale." A special quantity of the proper sizes of fruit is bought under the direction of the service man, the correct price placed upon it and a window and store display arranged so as to sell it. The result is usually an increase in business, the dealer is convinced that it can be done and is given confidence to duplicate the effort by himself in the future. The dealer is not only given a lesson but actually earns while he learns.

CAREFUL RECORDS KEPT

Each Exchange service man makes a brief record call of every dealer called upon. At first, and while data was being accumulated upon which to build and expand the effectiveness of the work these individual call reports were quite elaborate. A separate card was filled out for each dealer and such information as class of store, location, exact type of business, attitude toward advertising, conception of product and in all about twenty different points were all carefully checked. As dealers were called upon over and over again as years went by, this information became less necessary and today the daily call report is simplified to merely a classification of the dealer as good, medium or poor, his name and address, display service rendered, material found on display and remarks. Twenty-five dealers can be listed to the sheet.

From these daily call reports all the number one, or good dealers,

are placed on a selected dealer file as soon as the reports come into the Los Angeles office. There are now over 70,000 names on this selected list, probably one of the most authentic lists of leading fruit retailers in existence. As subsequent visits are made, the list is checked, and it is also rechecked after every mailing, as its purpose is to make available a Class A list for service mailings that can fit in between the rather infrequent personal calls.

At the end of the week each man renders a weekly report on which is totaled the calls for the week, the number of stores at which displays were placed personally and the number of pieces of display material distributed. This enables us to keep a very accurate cost per call record, as these weekly reports, plus the expense accounts from the men, are all kept in a master record book, week by week. The cost per call last year, including salaries, living expenses when traveling, transportation costs, display material and other tangible merchandising aids furnished, office overhead and every other possible charge against the work, even to prorating display storage and shipping expenses, was \$2.48. This year it will be in the neighborhood of \$2.10, due to greater efficiency in operation. Some of the major costs that go to comprise this \$2.10 figure are such things as salary 60 cents, display material 51 cents, living and transportation costs 58 cents. Added to these is a charge of 41 cents for office overhead, automobile depreciation and insurance.

Some may feel that a cost per call of over \$2 is excessive when it is remembered that display services can be purchased to do a window dressing job as low as \$1.50 per window. Display, however, is but a part of the Exchange service campaign. Its primary purpose is that of merchandising education and when it is realized that you get that, plus consumer advertising from the displays placed as they go along, \$2 per call seems very reasonable.

(Continued on page 199)

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All together now—

Chick Reade has no difficulty coaxing roars from his cheering section. They're convinced their team has the goods and are behind it to a man.

But Chick and his friends don't confine their vocal exercises to football teams. They yell their heads off (figuratively speaking) about everything that wins their enthusiasm. It may be a pair of sport shoes. Or a new tuxedo for the "prom." A No. 2 iron. Or a new-fangled shaving outfit. The ideas and preferences of high school fellows make a lot of noise. It's man-sized too. 500,000 of these regular fellows read **THE AMERICAN BOY**. It's their favorite publication and through it they get a lot of their ideas.

80% of this big army are of high school age. They have the buying capacity of men and exert a wicked influence on the older generation. Get them cheering for your product and you'll find their Dads on the buying line. No matter what you make, if men buy it, these persistent near-men will buy it too. Tell them about it in **THE AMERICAN BOY**. Copy received by November 10th will appear in January.

The American Boy

Detroit

Michigan

A doctor first made Odorono *—but his daughter discovered it*

A CINCINNATI surgeon was operating on a difficult case one hot summer's day in 1907. Perspiration hampered his work. "Why," he thought, as he sewed up the wound, "not make something that will keep perspiration from hindering me so."

He made Odorono. And the women of his family promptly "discovered" it. Especially Dr. Murphey's daughter, Mrs. Edna Albert. She felt that Odorono had not only an operating room but also a commercial future.

Mrs. Albert first tramped from drug store to drug store carrying samples of Odorono. In every store she was turned down. "No demand for such a product," said the druggists.

Then she borrowed \$150 from her grandfather, stocked a little office with bottles and labels, and worked ceaselessly for five months putting up Odorono and directing a small force of house-to-house canvassers—salesmen on commission.

From the beginning every consumer was used to try to form a dealer connection. In the second year Mrs. Albert wrote to all the best-rated dealers in every city where she had six users—wrote in longhand until she could afford a secondhand typewriter.

In three years the business had grown so that she could spend \$4000 in newspaper advertising.



*An illustration from the
current Odorono advertising*

For the first magazine campaign \$14,000 was appropriated.

Today practically every drug store in America has Odorono constantly in stock and it is sold in fifty-eight foreign countries. Two salesmen are employed. The business volume is thirteen times greater than in 1910.

*Since 1913 the advertising of Odorono has been prepared
by the J. WALTER THOMPSON COMPANY.*

J. WALTER THOMPSON COMPANY

NEW YORK

CHICAGO

BOSTON

CINCINNATI

SAN FRANCISCO

LONDON

"We'll Pay You if You Buy Competitive Brands"

That Is What an English Canned Goods Concern Is Telling Its Consumers and the Campaign Is Stirring Up a Lot of Talk

By Thomas Russell

London, England, Correspondent of PRINTERS' INK

If you have a better product than the next man, the sooner you can induce consumers to buy both brands, the sooner you will win.

This seems to be the policy behind a remarkable half-page advertisement of "My Lady" canned fruits in a London daily.

pers," dropping the other word altogether. I will say at once, that the idea of Mr. Watson's trading on any deceptive basis would be dismissed without hesitation by anyone who knows him.

More recently, Angus Watson & Company have marketed a largely advertised line of canned

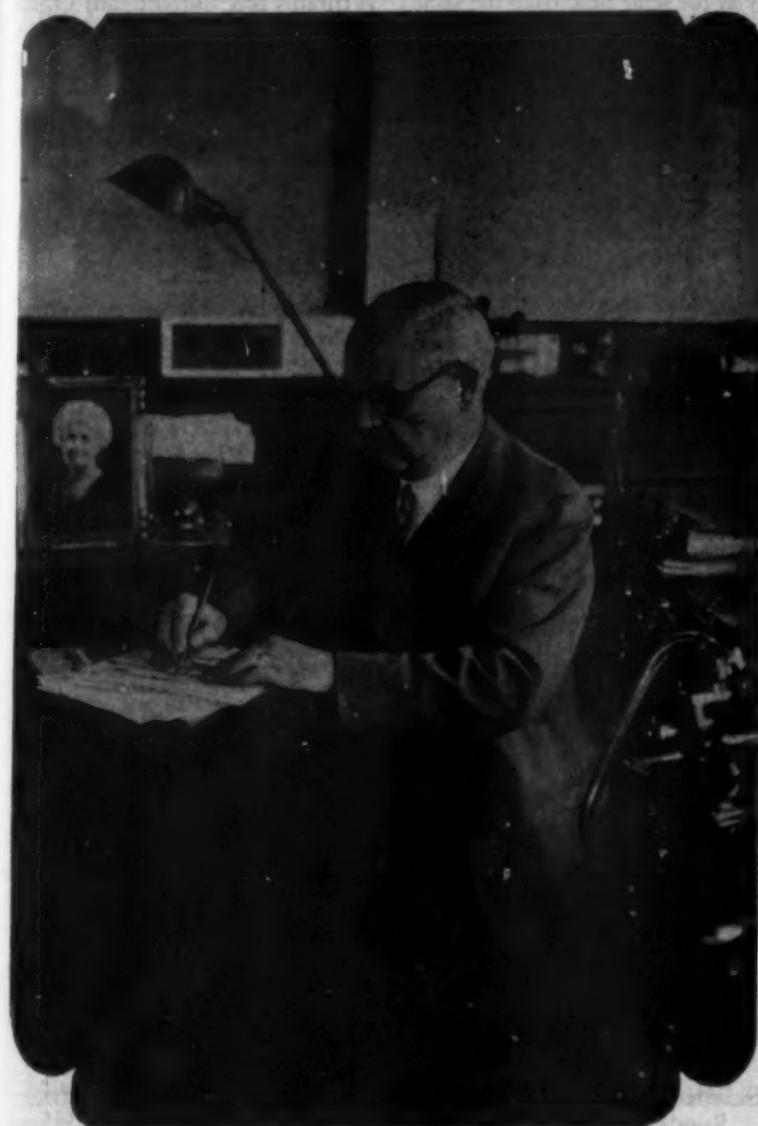
My Lady states her claim

ANGUS WATSON & COMPANY THROW OUT A CHALLENGE TO EVERY MANUFACTURER
OF CANNED GOODS DOING BUSINESS IN BRITAIN

Angus Watson & Company, Limited, of Newcastle-upon-Tyne, is a well-known and respected firm, and a large advertiser, originally of "Skipper" Sardines. Consequently upon a prosecution supposedly instigated by the Mediterranean sardine interests, this firm, though still maintaining that the word "Sardine" means to the consumer public the small Norwegian brisling which it packs, equally with the other variety, now brands these little fishes just "Skip-

fruits with the brand ("My Lady") already mentioned. American competition in this business is acute, Del Monte, in particular, having lately developed a vigorous advertising and merchandising policy.

Now, with every appearance of deliberation, the Newcastle firm is publishing a remarkable offer to consumers, which may be summarised as follows: "Buy a can of 'My Lady' Fruits—you have fifteen kinds to choose from—and



"Every time we check over your circulation figures by towns we are amazed at how thoroughly The Des Moines Register and Tribune covers the state of Iowa."

E. I. Leighton, Gen. Mgr.
LEIGHTON SUPPLY CO.
Plumbing and Heating Jobbers
Fort Dodge, Iowa.

buy at the same time from the same grocer a tin of the same fruit of any other brand you like. Send Angus Watson the grocer's bill, with your opinion—favorable or otherwise—of 'My Lady' fruits, and the price of 'My Lady' fruit will be repaid you, together with the postage on your application."

The conditions of this offer are unusual. Consumers are actually paid to buy a competing brand; but it is for the advertiser's own goods that they get the money back. That the sole object is to test public opinion on the comparative merits of "My Lady" and other brands is unthinkable. The only inference possible to be drawn is the one which the advertiser obviously expects that newspaper readers will draw—namely that unless Angus Watson believed its product certain to beat all other brands, it would be foolish to make this offer.

Is this kind of competitive advertising allowable? If so is it to be commended? Its most evident effect must be to exacerbate competition in the consumer market. A vociferous challenge has been thrown down to every manufacturer of canned goods doing business in Britain. Suppose a similar offer were extended to other trades, one cigarette house defying all the rest, one soap-boiler, coca manufacturer, confectioner, and all through the list doing the same; would this raise the general standing of advertised goods in the eyes of consumers? Or is it, like other free deals, a matter to be deprecated, if not condemned?

Skinner Macaroni Account to Stanley H. Jack Agency

The Skinner Manufacturing Company, Omaha, Nebr., manufacturer of Skinner's macaroni products, has placed its advertising account with the Stanley H. Jack Company, Inc., Omaha advertising agency.

"Baby Ruth" Account to Erwin, Wasey

The Curtiss Candy Company, of Chicago, maker of "Baby Ruth" and other candies, has appointed Erwin, Wasey & Company, Chicago, to direct its advertising account.

Williams & Cunningham Open Toronto Office

Williams & Cunningham, Inc., Chicago advertising agency, has opened an office at Toronto. William F. McLaughlin is in charge.

He has been engaged in agency and newspaper work in Canada recently being with the Toronto *Globe* in the foreign advertising department.

Effective January 1, the Toronto office of Williams & Cunningham, Inc., will handle the Canadian advertising of the Western Clock Company, of LaSalle, Ill., and Peterboro, Ont.

Doubleday, Doran Appoint Neal and Jones Directors

William J. Neal and Henry L. Jones, who have been associated with Doubleday, Page & Company for many years, have been elected to the board of directors of the new publishing firm of Doubleday, Doran & Company, Inc., which has been formed through the consolidation of Doubleday, Page & Company and the George H. Doran Company.

Reed Parker Joins Frank Seaman Agency

Reed Parker, recently vice-president of The George L. Dyer Company, Inc., New York, has joined Frank Seaman, Inc., advertising agency, also of New York, as account representative. For a number of years he was engaged in advertising work at Chicago with the Dyer agency, Lord & Thomas and Logan and the Chicago *Tribune*.

H. E. Anderson Advanced by "The Nebraska Farmer"

Harry E. Anderson has been made advertising manager of *The Nebraska Farmer*, Lincoln, Nebr., to fill the position held by Glenn Snyder, resigned. Mr. Anderson has been with the advertising department for two and a half years.

W. F. Jones has been appointed to the position formerly held by Mr. Anderson.

F. J. Crowell, Advertising Director, St. Louis "Star"

Francis J. Crowell, recently Western representative of the New York *Daily Mirror*, has been appointed advertising director of the St. Louis *Star*, a newly created position. He was formerly advertising manager of the Kansas City *Journal-Post*.

Florence Stove Account to Cowan, Dempsey & Dengler

The Florence Stove Company, Boston, has appointed Cowan, Dempsey & Dengler, Inc., New York advertising agency, to direct its advertising account.

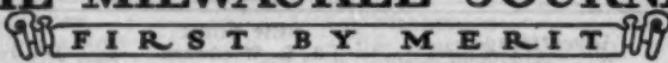
MILWAUKEE—First City in Diversity of Industry!

Simmons Bed Springs To the Top!

FIFTY-NINE per cent of all bed spring sales in Greater Milwaukee during 1926 went to the Simmons Company—advertising exclusively in the Milwaukee Journal.

Simmons sales exceeded the combined total sales of twenty-four other brands of bed springs sold in Greater Milwaukee, according to the 1927 Consumer Analysis of this rich and stable market. And Simmons advertising in The Journal increased 237% during the first nine months of 1927 over the corresponding period in 1926. The Journal alone again being used to build maximum sales at one low advertising cost.

Sales records of successful advertisers in all lines show that *only* The Journal—read by more than four out of every five Greater Milwaukee families—is needed to thoroughly cover and sell this prosperous market.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

WISCONSIN—First State in Value of Dairy Products!

The Other Half

ADVERTISING figures—rate cards—circulation statements—dry statistics, tell a newspaper's story. But they tell only half of it. Advertisers today are demanding the other half.

They are beginning to measure editorial quality as well as circulation quantity; to realize that *how* reader attachment is formed is quite as important as *how many* readers are affected. And they want to know how much of the circulation is in profitable territory.

They are basing their judgment of newspaper advertising value on character as well as concentration in local trading areas. A newspaper *must* be a good newspaper before it *can* be a good advertising medium. Its circulation must be focused on the profitable market.

The Daily News is an independent progressive newspaper that has grown and prospered for over fifty years. A newspaper of international reputation, widely read and widely quoted. A reliable newspaper, untinged by cheap sensationalism. And a newspaper that worth-while Chicago families gladly take into their homes.

THE CHICAGO DAILY NEWS

Publishing more advertising than any other Chicago newspaper

**Advertising
Representatives :**

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Keeler
360 N. Michigan Ave.
MEMBER OF THE 100

Average daily net paid circulation for first six months, 1927,

one Story



Because it is such a newspaper The Daily News is read and trusted by over 1,200,000 people. Its daily average circulation of more than 400,000 is concentrated 95% in Chicago and its suburbs. It reaches the most progressive, intelligent and prosperous newspaper readers of Chicago. Because it is such a newspaper it is a great advertising medium.

DAILY NEWS

Chicago week-day newspaper

DETROIT

Woodward & Kelly
108 Fine Arts Bldg.

SAN FRANCISCO

C. Geo. Krogness
253 First National Bank Bldg.

P OF AMERICAN CITIES

1927, 441,414 — 95% in Chicago and its suburbs

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Do You Want More Radio Sales *in Oklahoma?*

ACCORDING to the Radio Survey of the United States Department of Agriculture completed in April, 1927, fourteen per cent, or 27,097, of the 197,218 farms in Oklahoma had radios. Oklahoma radio distributors are selling radios now and expect larger sales this year because of Oklahoma farmers' prosperity.

Oklahoma's 1927 corn crop will bring Oklahoma farmers \$30,646,000 more than the 1926 crop on the basis of present prices. Cotton and cotton seed in 1927 will bring Oklahoma farmers \$17,616,000 more than they received from their 1926 crop. Other crops show big gains. Hogs, dairy cattle and poultry, according to government reports, are increasing rapidly in Oklahoma.

Oklahoma farmers will buy radios, batteries, etc., that they know about. They will buy your product if you tell them about it in *The Oklahoma Farmer-Stockman*, Oklahoma's only farm paper. It is read by 178,428 farm families each issue.

The OKLAHOMA FARMER-STOCKMAN

Oklahoma City, Oklahoma

CARL WILLIAMS
Editor

RALPH MILLER
Adv. Mgr.

Represented by E. KATE SPECIAL ADVERTISING AGENCY
New York Chicago Detroit Kansas City Atlanta San Francisco

Come, Let Us Reason Together!

Wherein an Advertising Agent Speaks Up for Consultation among Agencies as among Physicians and Architects

By Mac Martin

President, Mac Martin Advertising Agency, Inc.

A CERTAIN manufacturer of highest repute, whose annual investment for advertising runs up into seven figures, began to feel that a change in advertising agency connections might be desirable. In as much as there was no emergency he decided to take plenty of time to "look around," as he termed it, and find the agency that could best meet his requirements.

In following out this course he adopted the unusual expedient of retaining a well-known publicity man, paying him quite a goodly number of thousands of dollars! This gentleman, who modestly and characteristically admits himself to be an expert in this sort of thing, thereupon launched out into a study which took him in two directions. He attempted to size up the manufacturer's merchandising problems and then conducted a survey among agencies with the object of discovering the one best suited to solve them. At least this is what he was supposed to do, and I am willing to concede that probably he did the best he could.

The outcome was that an Eastern agency was selected to handle the account—an extremely good agency, the principals of which I know personally and for whom I have the profoundest respect. The agent losing the account voluntarily gave to the other the benefit of his several years of experience in handling it, and wished him all the good luck in the world.

One more year passed and then the advertiser wanted to change again. He recognized and admitted the high standing of his new agent, and saw no reason to question the latter's integrity, ability or earnestness. But some way or other, he felt that he could not give to the agent the full confidence that was necessary if his merchandising efforts were to

progress properly. He, therefore, started out to make an investigation of his own, this time eliminating the publicity man. If anybody cares to read the detailed story of this inquiry he will find it, told in a very interesting way, in the April, 1926, issue of *PRINTERS' INK MONTHLY*.^{*} The story is accurate although necessarily anonymous.

After about a year's work the manufacturer found an agency that he liked. The account was transferred once more to an organization that has since retained it. Everything seems to be going along in good shape, with the advertiser satisfied and the agency doing good work.

All of which is well and good. But here is what it cost to make the change:

1. The payment of more than \$50,000 to the publicity man in return for questionable service.

2. An unsettled condition in the manufacturer's business for two years—during an extremely critical period when all the sales producing machinery should have been going ahead at full speed.

Of course I have no way of estimating the amount of money that was lost as a result of this procedure. But unquestionably, viewed conservatively, it exceeded several fold the tidy sum paid to the publicity man.

Now, then, I submit that this waste—for waste it unquestionably is—could have been avoided if a committee of first-class advertising agencies had been called in to sit in consultation on the case.

Suppose, for example, that when the account began to get wobbly the first agent had suggested to the manufacturer that two or three agents be invited to come to the

* "What I Like—and Don't Like—in Agency Solicitations," by a Director of Sales, page 27.

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town and study the business and its advertising with the idea of making suggestions and pointing out what might be right or wrong with the procedure then in operation. Suppose men such as Stanley Resor, William H. Johns and Robert Tinsman could have been called in for an intensive consultation extending over a week or perhaps two. The per diem fee which each would charge might be as high as \$500. In addition, their expenses would be paid. The total cost of the consultation, or whatever you want to call it, might be \$10,000, an entirely reasonable sum considering the size of the company, the extent of its advertising program and the importance of the subject.

What would have resulted? When a physician is treating a patient, the family or the man himself may worry over the lack of progress and begin to lose confidence. The doctor may be morally sure that he is doing all that can be done. But, if the case is critical, he often finds it to be good psychology to call in one or two other medical men and get their opinions. If they agree that the treatment is right, the patient and his friends are reassured and the doctor then has a fair opportunity to do his work. Doubtless the others can make certain helpful suggestions. Two or three heads are always better than one in medicine just as they are in anything else.

On the other hand, the consultation may develop something that had been overlooked, requiring the services of a specialist. In this case, the first doctor would naturally step aside.

Or perhaps there might be no dissatisfaction on the part of the patient or his family, but the physician himself may be worried over the progress of the case. He would be doing a wise and professional thing if, with the consent of the family, he should call in a couple of other doctors and check over the case with them. Here the outcome would be substantially the same as before. If he were found to be on the right track, his confidence in himself would be in-

creased and the patient's chances for recovery made better.

Such things are happening in the practice of medicine every day in every town. Change the picture, apply the principles to the advertising consultation I have just suggested and the outcome is obvious. After the consultants had studied the manufacturer's "case," they would be in a position to give him an unbiased prescription. It is almost certain that they would bring up thoughts entirely new to the manufacturer and his regular advertising agent—this, too, entirely without prejudice to the latter. If the agent had been doing a good job, his position and standing naturally would be improved. If he had been going radically wrong, consultants such as those I have mentioned would not hesitate to say so.

AN ADJUSTABLE SITUATION

Other things being equal, it is entirely conceivable that the situation between this manufacturer and the agent could have been adjusted so as to re-establish mutual confidence. It is easy indeed to see how great would have been the saving. If there had been no break in agency relations, the first agent would have continued bringing to bear on the critical selling problems of that particular time the cumulative effect of the intimate knowledge of the firm he had gained during his several years contact with the account. Regardless of how able an advertising agent may be, it stands to reason that he cannot take a new account and go right ahead with it in fifteen minutes. He has to live and work with his client, study him and know him. Then he can begin to get somewhere.

There ought to be, and there could be, machinery providing for consultation in advertising affairs as well as in those relating to medicine, architecture or law. I am told that in the three latter professions the practice of consultation has had more to do than any other one thing with the re-establishment of confidence, and the driving out of unfair competition. Whenever a case in any of these

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three becomes serious and there appears to be any uncertainty, it is the privilege of the client or the practitioner to ask for a consultation. Confidence, in such a case, is usually rebuilt at once. Or if some serious mistake in judgment or practice has been made it is usually corrected.

This is why many agents and advertisers believe that a splendidly constructive thing would be done if consultation could be established as a principle. Consultation might be introduced in the beginning when a number of agencies are soliciting an account, or at any other time when there is a lack of confidence, such as there was in the case I have mentioned. This may seem to be a bit idealistic. But there are plenty who declare it to be intensely practical—good business and good sense. The thing would have to grow up largely through education. Its acceptance would be entirely voluntary. But if the custom were introduced under the right kind of auspices, I believe it soon would become fairly general.

The entire proposition works down to these two questions:

How shall the advertiser get the agency best suited to him, and how shall he utilize it so as to gain the best results?

How shall the agent solicit business, bearing in mind the best interests of the advertiser, fairness to his competitors and his own undeniable right to try for advancement?

CONSULTATION IS THE ANSWER

The consultation principle, if followed through logically, is the obvious answer to both questions.

When an advertiser is looking for a new agency connection he naturally is approached by a number who are eager for the business. It is no reflection on him to say that the resulting interviews often bring him a great amount of free counsel and perhaps some so-called "plans" which agencies prepare at their own expense in order to demonstrate to him their fitness for the job. This should not be. If this advertiser thought there was something the matter with him

physically he would consult a doctor and would expect to pay for the diagnosis. If he wanted to ask a lawyer some question relating to his business he would pay him a retainer fee. He pays an oculist for advice as to the kind of glasses he shall wear, and so on. The advertising agent is just about the only authority whom he feels he can approach without financial obligation. I say this not by way of criticism of the advertiser. He is not responsible for the condition. He is merely conforming to a custom which has existed too long.

A great number of leading advertising agencies, taking cognizance of these conditions existing in other leading professions, are seeing the need of applying similar requirements to their business. Their action along this line, while purely voluntary and unorganized, is becoming nevertheless effective. The practice of submitting competitive plans while after an account is not nearly so common now.

The advertiser cannot be criticized for exercising special care in selecting his agency. It is one of the most important things having to do with his business. But, after satisfying himself in a general way as to the capabilities of one or more agents to whom he might be willing to entrust his account, he unquestionably should be prepared to pay for the actual work of investigation and the preparation of plans. Suppose he has narrowed his choice down to a possible three or four agencies. He can call these agents in conference, pay them for their time, and state his case to them. The consultation doubtless will result in better preliminary plans than could be worked out by any one of the consultants. Then he can select the one out of the three or four that make the best impression on him during the conference. He is buying the time of experts and paying for what he gets. The whole thing is done in a businesslike way and he is unlikely to make any mistake in the selection of his agency.

The ethical code governing consultation in the medical profession has so many things in common

with what many would like to see carried on in the advertising profession that I asked a PRINTERS' INK representative to obtain a statement from the American Medical Association covering the subject. Dr. Arthur J. Cramp of that organization was good enough to reveal what the association calls its "Principles of Medical Ethics." I think every advertiser and every advertising agent in America should read the portion of those principles having to do with consultation. Therefore, with Dr. Cramp's consent, I am quoting that entire section, as follows:

In serious illness, especially in doubtful or difficult conditions, the physician should request consultations.

In every consultation, the benefit to be derived by the patient is of the most importance. All the physicians interested in the case should be frank and candid with the patient and his family. There never is occasion for insincerity, rivalry or envy and these should never be permitted between consultants.

It is the duty of a physician, particularly in the instance of a consultation, to be punctual in attendance. When, however, the consultant or the physician in charge is unavoidably delayed, the one who first arrives should wait for the other for a reasonable time, after which the consultation should be considered postponed. When the consultant has come from a distance, or when for any reason it will be difficult to meet the physician in charge at another time, or if the case is urgent, or if it be the desire of the patient, he may examine the patient and mail his written opinion, or see that it is delivered under seal, to the physician in charge. Under these conditions, the consultant's conduct must be especially tactful; he must remember that he is framing an opinion without the aid of the physician who has observed the course of the disease.

When a patient is sent to one specially skilled in the care of the condition from which he is thought to be suffering, and for any reason it is impractical for the physician in charge of the case to accompany the patient, the physician in charge should send to the consultant by mail, or in the care of the patient under seal, a history of the case, together with the physician's opinion and an outline of the treatment, or so much of this as may possibly be of service to the consultant; and as soon as possible after the case has been seen and studied, the consultant should address the physician in charge and advise him of the results of the consultant's investigation of the case. Both these opinions are confidential and must be so regarded by the consultant and by the physician in charge.

After the physicians called in con-

sultation have completed their investigations of the case, they should meet by themselves to discuss conditions and determine the course to be followed in the treatment of the patient. No statement or discussion of the case should take place before the patient or friends, except in the presence of all the physicians attending or by their common consent; and no opinions or prognostication should be delivered as a result of the deliberations of the consultants, which have not been concurred in by the consultants at their conference.

The physician in attendance is in charge of the case and is responsible for the treatment of the patient. Consequently, he may prescribe for the patient at any time and is privileged to vary the mode of treatment outlined and agreed on at a consultation whenever, in his opinion, such a change is warranted. However, at the next consultation, he should state his reasons for departing from the course decided on at the previous conference. When an emergency occurs during the absence of the attending physician, a consultant may provide for the emergency and the subsequent care of the patient until the arrival of the physician in charge, but should do no more than this without the consent of the physician in charge.

Should the attending physician and the consultant find it impossible to agree in their view of a case another consultant should be called to the conference or the first consultant should withdraw. However, since the consultant was employed by the patient in order that his opinion might be obtained, he should be permitted to state the result of his study of the case to the patient, or his next friend in the presence of the physician in charge.

When a physician has attended a case as a consultant, he should not become the attendant of the patient during that illness except with the consent of the physician who was in charge at the time of the consultation.

This seems to be just about as good a pattern for advertising consultations as can be found. The advertising profession will doubtless recognize it as something well worth thinking about.

The question of who shall pay the expenses of the conference is a matter to be determined by circumstances. Under some conditions the advertiser would foot the bill. And then again this would be up to the agent.

"The Forum" Appoints Straud Galey

Straud Galey, publishers' representative at Chicago, has been appointed Western advertising manager of *The Forum*, New York.

New Y
Chicago
Detroit
San Fr

**This is the Philadelphia paper
which nearly everybody reads**



The high character and tone of
The Bulletin make it the pre-
ferred newspaper in nearly
every Philadelphia home.

The Philadelphia trading area
consists of about 550,000 homes.
And The Bulletin is averaging
546,527 copies per day!

Dominate Philadelphia

Create maximum impression at one cost
by concentrating in the newspaper
“nearly everybody” reads—



The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

New York Office — 247 Park Avenue (Park-Lexington Building)

Chicago Office — Verree & Conklin, Inc., 28 East Jackson Boulevard

Detroit Office — C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard

San Francisco Office — Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street



THE FAMILY BUYING POWER IS GREATEST IN THE NEW YORK MARKET

EARNINGS—income—money in the bank, all determine buying power.

The New York Market—the richest in the world—has a population of 9,500,000 having on deposit 34% of all the money in the Savings Banks of the country.

The number of income tax returns in the New York Market is nearly double that of all the New England States combined.

The New York Market's industries lead the world. The wages paid are the highest.

EV

Great
and

913 Hearst
Chicago



MERCHANTS and manufacturers sell billions of dollars worth of goods each year to these millions of earners and buyers.

Every year the New York Market pays—

\$913,735,000 for food.

\$435,264,900 for clothing.

\$100,691,000 for home furnishings.

\$198,841,000 for fuel and light.

\$176,050,000 for miscellaneous articles.

Advertisers can reach these millions of money makers through their favorite evening newspaper—The New York Evening Journal.

For 28 years the New York Evening Journal has had the largest home circulation of any evening newspaper in America.

NEW YORK EVENING JOURNAL

*Greatest Circulation of any Evening Newspaper in America
and a QUALITY Circulation at THREE CENTS a Copy Daily
and FIVE CENTS a Copy Saturday*

913 Hearst Building
Chicago, Ill.

2 COLUMBUS CIRCLE
New York City

General Motors Building
Detroit, Mich.



82%

Of the English
Newspaper-Reading
Homes of Detroit
Take the News

*(From Actual House-to-House Survey)
Amongst 77,056 Detroit Homes*



The 77,056 homes canvassed were typical Detroit homes, divided as equitably as possible to cover the entire city impartially. No effort was made to select any class or type of home. The homes vary as the city varies in character or class in accordance with geographical location. They therefore offer a true picture of the whole city of Detroit.

69,365 Detroit Homes Take a Week-Day English Newspaper; 82% Take The News

The circle above shows in solid black the proportion of The News' coverage of English newspaper reading homes in Detroit.

Homes surveyed 77,056.

Homes taking English newspapers, 69,365.

Homes receiving News, 56,614—82%.

The survey disclosed that The News has 63% greater circulation in Detroit homes than any other Detroit paper, that it duplicates 85% of the circulation of its morning contemporary and 67% of that of the other evening paper.

The Detroit News

For 54 years Detroit's HOME newspaper

354,000 Sunday Circulation

325,000 Weekday Circulation

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Praising

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Why "Special Pleading" Over the Radio Is Offensive

Praising One's Product Should Have No Place in the Radio Program—
Radio Should Be Used for Entertainment Only

By George C. Furness

Manager of the Radio Division, National Carbon Company, Inc.

IN connection with our broadcasting over a period of years, I have given the subject of advertising over the radio a lot of thought and tried particularly to get at the essential difference between commercial broadcasting and printed advertising.

What is the technique of selling anything at any time? How are goods sold? There are two ways or a combination of them. One is to impress the buyer with the merits of your product; it is cheapest, it wears longest, it lasts longest, it looks best, it has some particular superior attribute. That I class under the general term of special pleading.

Another method which is commonly employed when possible is to obtain the good-will, the liking of the buyer for the seller. So that, other things being equal, you get the break because he likes you. His friendship for you is the deciding factor. But such friendship is practically impossible without personal contact.

Civilization and mass production have brought about a separation of the manufacturer and user, particularly in retail goods. Of course there are still a great many cases of direct contact between the manufacturer and the user; for example, between the manufacturer of locomotives and the operator of the railroad, and in fact between most all who sell to manufacturers. There is the element of friendly contact there. And it is always the aim of the seller to obtain the good-will and fondness of the buyer for the seller, in addition to wanting to put before the buyer

the special pleading as to the merits of his product.

But it was difficult for the manufacturer selling through the retail trade to find ways of building up this much desired good-will. Then came radio. Radio has made it possible for the manufacturer to entertain his customers throughout the entire country, to put these ultimate consumers, if you will, under obligation to him, not telling them that he is doing it, but to put them in a position where they feel kindly toward the manufacturer, where they feel that that manufacturer, that vendor, has done something for them and they should show their appreciation.

If that is true, if that is the right theory of the function of commercial broadcasting, there are some very important corollaries that follow along.

THE ETIQUETTE OF BROADCASTING

There has arisen a certain etiquette of entertainment, a code of social custom in the relationship between the person who is doing the entertaining and the one who is the guest. And the fundamental relationship is that while you are entertaining you do not do special pleading. You don't spoil the listener's enjoyment in the play by telling him how wonderful your product is. That should be reserved for another time and place, and in my judgment that is the function of printed advertising and has no place in radio. Each has its field; each supplements the other; but one is special pleading and the other is entertainment. If you mix them on the air you break the rules of etiquette and offend the listener. If you antagonize the listener you fail in your purpose of broadcasting,

Based on a speech delivered at the recent convention of the National Association of Broadcasters at New York.

Oct. 6, 1927

namely, obtaining that listener's good-will.

There has been and is in my judgment an increasing tendency to let down the bars in commercial radio broadcasting by permitting an increasing amount of direct advertising in the form of special pleading. This is offensive to my friends, myself and, I believe, to the general public. I appeal to the owners and controllers of broadcasting stations to put on the screws against this unfortunate tendency. If they do not, two things will inevitably happen: First, the particular toll broadcaster who is offending will ultimately find that it isn't paying. Then he will quit. He will be convinced that broadcasting is no good, and that it is not a proper medium for him. The broadcasting station will have lost a customer. In time it may lose all its customers and then it will have to go out and get new ones. They will follow the practice of those before them, and thus jeopardize the success of commercial broadcasting.

I don't believe that the most skilful advertising agency in the country, or that the cleverest writer, can so present this special pleading that it will not be offensive.

SOME OFFENDERS

In order to have examples, I asked one of the large broadcasting stations to send me actual announcements of a few of its clients. I chose this particular station because it was convenient to obtain its announcements, not because it is the worst offender, for indeed it is not. In fact, this station and this group is generally considered to have the best practices in the country. Nevertheless, they are often bad, in my judgment. And if they are bad, how much worse are the practices of others!

Because this malpractice is so general, it would be obviously unfair for me to hold up any one company's specific announcement to ridicule, however much it may deserve it, so I will attempt to closely paraphrase a few announcements,

picked at random. I am sure these will recall the text of other announcements which are even more indefensible.

"With its musical trade-mark, the Anvil Chorus, the Smith Orchestra, greets you each week. 'Don't kill your wife—let us do your dirty work.' This welcome message is sent to you by the Smith Manufacturing Company and its three products, Smith Waxem Flakes that wax and polish your floor at the same time; Cedara, the floor liquid for easy oiling, and Blacko, the kitchen stove polish and gas range preserver." Let me remind you that the above is not a parody, but a close paraphrase of a statement evolved in all seriousness in the hope and expectation that it will attract favorable attention of that vast and varied audience which makes up the broadcast public.

That isn't entertainment, and it is boring. In addition to being special pleading, it is cataloging; a listing of product, after product, after product.

Take another concern, which is even more at fault, since it belongs to the radio industry, and hence is vitally interested in the success not alone of its own broadcasting, but of all radio broadcasting. I will substitute fictitious names for purpose of compassionate anonymity. This company tells the world that it makes "fixed condensers, variable condensers, blocking condensers and by-pass condensers." This is sickening, and it is from a company which should know better. I could go on and bore you to tears with reading these announcements, but I will take just one more case of repetition *ad infinitum, ad nauseam*.

"This is Station XYZ, New York, which, together with twenty-nine other stations, is broadcasting the Pro Bono Publico Hour, presented by the makers of Pro Bono Publico Vacuum Cleaners and Vacuum Ice Cream Freezers for the home, and Pro Bono Publico street and factory floor sweepers." Such a statement is perhaps permissible once, but in this particular case it is repeated three times,

Oct. 6,

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Every Day, in Every Kitchen, New Buying Decisions are Made

EVERY home is a buying headquarters, and one of the most important "departments" is the kitchen. Here is centered a constant need for foods and supplies. Here must be made, each day, a wide variety of buying plans and decisions.

How—throughout an entire city or trading zone—can these daily buying habits be changed? How can old products gain wider favor? How can new products gain rapid preference? . . . The answer is obvious: Consistent advertising in daily newspapers that *reach the homes*—that form an integral part of daily home life.

In Indianapolis, *one* newspaper meets these requirements. The INDIANAPOLIS NEWS is essentially a home-read paper. Its city circulation is 93% home-delivered to *regular* subscribers—and it has over 81% coverage of all Indianapolis families. The largest newspaper audience in Indiana—and the most permanent! Equally important to its great and thorough circulation is its high reputation with its readers. The NEWS confers upon all its advertisers a prestige—a powerful good-will—that can be obtained from no other source.



The INDIANAPOLIS NEWS sells The Indianapolis Radius

DON. BRIDGE, Advertising Manager

New York: DAN A. CARROLL
110 East 42nd St.

Chicago: J. E. LUTZ
The Tower Bldg.

Oct. 6, 1927

and the following amplified announcement is also given three times including, for good measure, a variation in which the listener is requested to write for a booklet, all in the course of one hour.

"The Pro Bono Publico Hour, which is being broadcast by twenty-nine stations throughout the United States, is furnished you through the courtesy of the Pro Bono Publico Manufacturing Company of Springfield, maker of Pro Bono Vacuum Cleaners and Vacuum Ice Cream Freezers—devices which replace brooms and dust cloths and hand-operated ice cream freezers. These derive their power direct from the electric light current in the home, regardless of whether the current is direct or alternating. The company is also the maker of Pro Bono Publico street and factory floor sweepers."

I submit that this ninety-word statement is not good entertainment, and 450 words of special pleading during an hour of intended entertainment do not make one want to buy Pro Bono Publico products.

Yet some people maintain that there is no essential difference between printed advertising and radio advertising. I believe that there is a vital and marked difference. I believe that printed advertising is properly "special pleading," that is, praising one's product. I believe that radio advertising, if successful, can only be in the form of entertainment and should be absolutely free from special pleading of any kind, and should only carry the name of the donor, or the trade-mark name of the donor's products, for the purpose of identifying to the listener the company or product behind that entertainment.

Harry Hough, President, B. F. Goodrich Company

Harry Hough, vice-president and comptroller, has been elected president of the B. F. Goodrich Company, Akron, Ohio. D. M. Goodrich was elected chairman of the board of directors. Both offices were formerly held by the late Bertram G. Work. J. D. Tew has been elected first vice-president, succeeding the late Lorenzo D. Brown. Mr. Tew has also been made a member of the executive committee.

Agrees with Bradbury That There Is Too Much "Hooey"

LEVER BROTHERS COMPANY
CAMBRIDGE, MASS., Sept. 17, 1927

Editor of PRINTERS' INK:

While concurring heartily with the ideas of Amos Bradbury's excellent article on "Hooey!" in PRINTERS' INK of September 8, I do want to assure Mrs. Bradbury that, long before "a certain famous toilet soap" was marketed, scores of women had asked us why we did not make Lux in cakes for toilet use.

Anyhow, we are glad she likes the soap even if she didn't accept the sentence in question!

LEVER BROTHERS COMPANY
GRAFTON B. PERKINS
Advertising Manager.

Buy Ford Chain Block Company

A. P. Van Schaick and W. F. Wheeler, of the American Chain Company, Inc., Bridgeport, Conn., have purchased control of the Ford Chain Block Company, Philadelphia, and have reorganized and incorporated that company. Mr. Van Schaick becomes president, W. F. Wheeler, vice-president and G. E. Sullivan, secretary. Both Mr. Van Schaick and Mr. Wheeler continue with the American Chain Company.

The Wesley Associates, New Business

L. C. Wesley, H. G. Wesley and L. Fairweather have formed a co-partnership to conduct a general advertising business at New York, known as The Wesley Associates. They were, for many years, sales representatives of the Economist Group publications, New York.

Sweeney & James Agency Advances E. D. Sullivan

Eldon D. Sullivan has been appointed production manager of The Sweeney & James Company, Cleveland advertising agency. He has been with that agency for the last three years and formerly was advertising manager of the Stroudsburg, Pa., Press.

Doubleday, Page Appoints Frederic Klarmann

Frederic Klarmann, who has been art director of the Condé Nast Publications, has joined Doubleday, Page & Company, New York, in a similar capacity for *Country Life*, *Garden and Home Builder* and the *American Sketch*.

D. D. Knight Joins Graphic Studios

D. D. Knight has joined the Graphic Studios, St. Louis, as contact executive. For the last three years he has been extension secretary of the University of Dubuque, Dubuque, Iowa.



1893 ~ ~ ~ 1928

BERGDORF - GOODMAN:

"The first few issues of *Vogue* convinced us that here was a magazine which would wield really tremendous influence with the best present and prospective customers of a house like ours—which seeks to serve those who desire and can afford the finest in dressmaking, tailoring and furs.

"We began advertising in *Vogue* in 1893. A persistent continuation of this successful policy has carried our schedule well into 1928."

VOGUE

One of the Condé Nast Group



The Hand that rocks the Cradle Mans the Purse!

CINCINNATI

Member Audit Bureau Circulations

CHARLES P. TAFT, Publisher

Eastern Representative:

MARTIN L. MARSH Phone Pennsylvania 0406
24 West 40th St., New York City, N. Y.

MOST anyone knows what part of the family purse goes for necessities of life . . . and who buys them.

A newspaper that influences this buying in its market, influences the buying of everything else.

The Times-Star in 6 days carries more necessities of life advertising than any other Cincinnati paper carries in 7!

Here are details of this amazing leadership for just the first six months of 1927:

	TIMES-STAR'S TOTAL LINES	LEAD OVER 7-DAY PAPER LINES	TIMES-STAR'S LEAD OVER 3RD PAPER LINES
Department Stores.....	1,893,487	855,249	1,388,080
Women's Wear.....	716,055	41,986	298,341
Men's Wear.....	439,648	167,822	148,436
Boots & Shoes.....	146,194	48,997	48,342
Grocery & Food Products..	659,710	523,155	116,936
Drugs	470,264	309,029	30,135
	4,325,358	1,946,238	2,030,270

These facts are only typical. They serve to indicate a Times-Star leadership in Cincinnati of millions of lines every year for the past nineteen—in nearly every classification—both local and national.

**Times-Star gain first nine months 1927
491,595 lines**

TIMES-STAR

100,000 Group of American Cities

C. H. REMBOLD, Manager

Western Representative:

KELLOGG M. PATTERSON Phone Central 5065
904 Union Trust Bldg., Chicago, Illinois

Oct. 6, 1927

*Where Does a
Sale Begin?*

MOST purchases for household needs are made in the store, but the decision—to buy or not to buy—is most frequently made in the home. ~ If you can manage to get your product thoroughly discussed in the household, the next logical step is a sale. ~ The story booklets we are doing for national advertisers are aimed at this definite objective—to create sales. ~ They present powerful selling arguments and in an attractive form. ~ They create a friendly atmosphere and finally a desire to buy. ~ You will be interested in seeing the samples that we will gladly send you on request.

CHARLES FRANCIS PRESS
461 EIGHTH AVENUE, NEW YORK, N. Y.

PRINTING CRAFTS BUILDING
TELEPHONE: LACKAWANNA 4300

Newspaper Campaign and Trade Name Help Sell Ripe Tomatoes

Cleveland Growers Educate Housewives to Ask for Rozyred Tomatoes by Name

By Bernard A. Grimes

CUYAHOGA COUNTY, Ohio, has a flourishing community of hot-house vegetable growers. One of their pride crops is tomatoes—highly perishable. These greenhouse grown tomatoes are carefully matured and ripened. They have an appeal to the eye. The discriminating housewife gives them immediate preference over tomatoes sent in green to ripen.

A number of the growers are members of the Cleveland Hot-House Vegetable Growers Co-operative Association. This association felt that in its tomatoes it had a product which could be successfully advertised. It felt that tomatoes, if advertised, would not only win public confidence for its brand of tomatoes but for its other products as well.

A small-scale advertising campaign was launched in 1926. During that year a large advertisement was run in one paper at irregular intervals. Disjointed as this effort was, the returns were sufficient to convince the association that a carefully planned campaign the following season would develop a dependable market for its tomatoes.

Before going further into the details of the campaign, it should be said that these tomatoes are marketed under the trade name Rozyred. Consumers are enabled to identify Rozyred tomatoes by means of a tissue wrapper on which appears the Rozyred name

and label of the association.

Instead of the spasmodic advertising of 1926, the advertising campaign in May and June of 1927 was carefully organized. Two sizes of advertisements, two by

Hot House Tomatoes

picked with
the stems on
and tissue
wrapped



Luscious, beautiful tomatoes. Firm, meaty and tender, ripened on the vines and supplied fresh at your grocer's. Ask for them.

ROZYRED TOMATOES

Look for the Red Label
on the Green Wrapper



This is how the red label looks on each tissue-wrapped Rozyred tomato. Buy them only in the labeled, tissue wrapper if you want the finest, ripest, and tastiest tomatoes grown. Home grown in the greenhouse area of Cuyahoga County.

EACH NEWSPAPER ADVERTISEMENT FEATURED THE NAME ROZYRED

four inches and two by five inches, appeared twice a week in two Cleveland newspapers. A one-inch reminder advertisement appeared in another paper. The advertisements ran on the food pages on Fridays and Saturdays and on the women's pages on Tuesdays.

Each advertisement featured the name Rozyred, carried a reproduction of the association label and spoke about the quality of these tomatoes. Some of the points stressed on the latter score were:

"Home grown in greenhouses; ripened on the vine; picked with the stems on; tastier and firmer; meaty and fewer seeds; never soft or mushy." All of the foregoing claims, it was explained, were guaranteed to the purchaser by means of the identifying green tissue wrapper with the red label.

The effect of this campaign on the distribution of the Cleveland growers' products has been most satisfactory.

According to those responsible for the direction of the Cleveland campaign, one of the outstanding accomplishments was the degree to which women were induced to ask for Rozyreds by name. The branded tomatoes were graded properly and represented only the pick of the Cuyahoga County crop with the natural consequence that as housewives became familiar with these qualities they convinced themselves of the superiority of greenhouse tomatoes over shipped-in tomatoes which it is necessary to ship green.

At first the grocers and their clerks were inclined to follow the age-old practice of displaying Rozyreds in baskets unwrapped. As the campaign progressed, however, this tendency lessened appreciably. Women wanted to be sure they were getting Rozyreds and the only way, of course, that they could be sure was to see them in their wrappers.

Here the campaign, though primarily intended to influence consumers, had an advantageous counter-action on Cleveland grocers. When they learned how quickly the advertised and branded tomatoes moved, they lost no time in giving baskets of wrapped tomatoes prominent display space.

In one large store, it is reported, the grocer invited a customer into his cellar in order to prove to her that the unwrapped tomatoes he had shown her actually were Rozyreds. The customer was shown stacks of Rozyreds tomatoes in Rozyred labeled baskets. After this incident the grocer had the baskets carried upstairs and placed on display just as they were received.

The general manager of a large

chain grocery commented on the fact that Rozyreds were the finest quality tomatoes he had ever sold. He was surprised to learn that he had sold the same grade of tomatoes the year previously, but at that time they were not trademarked, labeled or advertised.

Another benefit of the advertising was the increased pride the growers themselves took in the grading of their tomato yield after the advertising started. They took pride in their crops before but after they bought advertising they felt that greater efforts should be made to see that only the highest quality reached the consumer.

A large and more intensive newspaper campaign is being planned for next year when several other large cities in which Rozyred tomatoes are sold will see Rozyred advertising.

Appoint Wm. H. Rankin Agency

The Silz Packing Company, New York, Diplomat brand of canned chicken, soups and chop suey, has appointed the Wm. H. Rankin Company, Inc., New York advertising agency, as advertising and merchandising counselor. Newspapers will be used.

A test campaign will start soon in New York and Ohio territory for The Hospital Supply Company, Cleveland, manufacturers of "Garda." The Rankin agency, has also been appointed to direct this company's advertising.

New Account for Bloomingdale-Weiler Agency

The United States Building and Loan Association, Philadelphia, has appointed the Bloomingdale-Weiler Advertising Agency, of that city, to direct its advertising account. Newspapers will be used.

Carl Wagner with W. B. Davis Company

Carl Wagner has been made advertising manager of the W. B. Davis Company, Cleveland. He was recently with Dann and Company, New York, and, prior to that, with Halle Bros.

R. D. Handy Starts Own Business at Duluth

R. D. Handy, formerly manager of the Duluth, Minn., *News Tribune*, has established an art and engraving business at that city under the name of R. D. Handy, Inc.

These Figures Surprise No One

The pace that The Chicago Evening American has been setting in advertising and circulation in recent years has been so astonishing that no one is surprised nowadays to learn of new achievements.

So this report of advertising for the first eight months of 1927 is here set down merely as a matter of record:

CHICAGO EVENING AMERICAN	346,095 lines GAIN
Herald and Examiner .	214,823 lines GAIN
Evening Post	421,009 lines LOSS
Tribune	416,442 lines LOSS
Journal	306,669 lines LOSS
Daily News	249,826 lines LOSS

(Sunday lineage of morning papers included)

These figures are but a further proof that advertising values in Chicago are being re-measured to conform to the dominating circulation of The Chicago Evening American.

562,129 daily average for past eight months.

CHICAGO AMERICAN
a good newspaper

Festus Wade— Bank Advertising Pioneer

St. Louis Financier, Who Died Last Week, Regarded Good Advertising as One of the Leading Qualifications for Extending Credit—Believed Federal Reserve Bank Ought to Advertise Some Day.

FESTUS J. WADE, president of the Mercantile Trust Company, St. Louis, who died at that city last week, was notable, among other things, as being boldly progressive in his attitude toward advertising—both for himself and his customers. His bank was one of the first in the country to advertise in a thoroughly modern way. Mr. Wade placed human interest copy in St. Louis newspapers, used direct mail heavily and employed outdoor mediums on a large scale when that kind of selling was deemed beneath the dignity of a big city bank. An advertiser himself, it was natural that he should have a most liberal and constructive attitude toward the advertising done by the clients of his bank.

Mr. Wade repeatedly declared his conviction that the banker should in all cases consider good advertising as being one of the most important qualifications for credit. As far back as 1921, when bankers were much less informed about advertising than they are now, and when good-will was considered more or less as an intangible asset, he declared in *PRINTERS' INK MONTHLY* that any advertiser who would cut down on his advertising in an arbitrary way should have his credit reduced by the bank in the same proportions. This policy has been followed ever since by the Mercantile Trust Company. More than one manufacturer has encountered difficulties in financing his business at that bank because, in the estimation of the institution's officers, he was not sufficiently progressive and consistent in his advertising program.

Mr. Wade had the advertising instinct. It was his view that a banker with money to loan should

merchandise that money on substantially the same principles he would use if he were trying to sell farm machinery, clothing, shoes or food products. As one of the originators and officers of the Federal Reserve System, he strongly urged that the idea should be merchandised to the country's business men through advertising just as any other business.

"Some of these days," he recently remarked, "I am going to have Sam Judd (the Mercantile Trust Company's publicity manager) prepare some detailed suggestions for an institutional advertising program which I hope I can persuade the Federal Reserve Bank to use. But I guess that the time for it is not now. Bankers though have progressed mightily in their use of advertising and I predict that in time the Federal Reserve Bank will be advertising very largely along the lines of other outstanding business institutions."

In seeking ways to extend the activities of his bank, Mr. Wade proceeded along several specialized lines. One of these was financing the building of churches and church institutions.

A loan to build a church was always considered "good" at the Mercantile Trust Company, and the bank's willingness to finance such construction was broadcast through several Southwestern States by means of newspaper advertising.

Mr. Wade was a frequent contributor to the *PRINTERS' INK* Publications.

Bird House Account for Touzalin Agency

Joseph H. Dodson, Inc., Kankakee, Ill., manufacturer of bird houses, has placed its advertising account with the Charles H. Touzalin Agency, Chicago. The company which has sold bird houses by mail order will enter the field of selling by agents and a campaign to build up a sales force will be made.

Newspaper Advertising Executives to Meet

The annual fall conference of the International Association of Newspaper Advertising Executives will be held at Chicago on October 26. The conference will be confined to informal discussions.

SMITH and JONES of BOSTON

SMITH and Jones are Bostonians. Both the Smith family and the Jones family are prospective customers for the most of the things that manufacturers sell to the public. They represent a market of tremendous possibility for the advertiser—for the Smiths and Joneses are Boston.

With respect to their reading habits, however, the tastes of Smith are not those of Jones. Different environment, association, inheritance and tradition have affected the sentiments and ideals of each of these men. The newspaper which will satisfy Jones can never satisfy Smith.

There are four major papers in Boston which have been built to reach Smith and Jones. The Herald-Traveler, differing from the rest in appearance, news emphasis and in editorial appeal, has been built to reach Smith. The other three, alike in these respects, have been built to reach Jones.

Smith looks for his information on world affairs to the Herald-Traveler. Smith and his family look to the Herald-Traveler for their information regarding merchandise, its quality and its value. Smith is a wonderful market, for Smith is a quarter of a million people. Smith is the Herald-Traveler readers who cannot be reached except through the Herald-Traveler. The importance of the Herald-Traveler and the Herald-Traveler market is seen in the fact that the Herald-Traveler carries more national advertising, including financial, automobile and publication, than any other Boston daily newspaper.

BOSTON HERALD-TRAVELER

Advertising Representative:
GEO. A. McDEVITT CO.
250 Park Avenue, New York, N.Y.
914 Peoples Gas Bldg.,
Chicago, Ill.



For six years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising, among Boston daily newspapers.

Don't Boast

*in the printed word any
more than you would
in the spoken word*



WRITING advertising that carries conviction and sincerity to the millions is largely an art of repression.

Boasting and shouting in the printed word invite the same bad impression as they do in the spoken word. The respect of thousands for a product or an institution may be thus imperiled.

The man who goes about shouting "I am the greatest in my line," seldom finds believers.

The advertisement that trumpets "Here Is the Greatest Thing on Earth" is, in modern advertising practice, judged a liability. Only medicine shows and street carnivals any longer employ "barkers."

Repressed expression has been found more fruitful than the boastful kind. And as the science of advertising progresses, more and more advertising writers are striving for that quality in their work. Where there used to be meaningless bombast, there is now convincing logic.

Repressed expression gives the reading public credit for at least some degree of intelligence and imagination. And it ever commands respect.

It delineates a product's outstanding features so sincerely, so convincingly and so believably that the reader's own imagination supplies the "this must be a great thing" that the writer wants him to believe. It is written in knowledge that simple, homely logic and simple, dignified expression of thought have ever gone further in swaying Public Opinion than any other factors.

Putting that quality into advertising "copy" is not so difficult as it may seem. Most of the successful advertising of today achieves it.

The common-sense principles of advertising demand its inclusion when advertising designed for lasting profit and lasting good will is under preparation.

LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO
400 N. Michigan Avenue

LOS ANGELES
1131 South Broadway

NEW YORK
247 Park Avenue

WASHINGTON
400 Hibbs Building

LONDON
Victoria Embankment

SAN FRANCISCO
225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

Oct. 6, 1927



a good market tip . . . Detroit Times preferred by more people than any other newspaper in Detroit . . . advertisers can buy for a profit . . . look for quotations in the coming Publishers' Statements.

P. S.—Watch for a change in the figures below

	<u>1920</u>	<u>1927</u>
DETROIT TIMES . . .	5,025	241,834*
(City Circulation)		
DETROIT NEWS . . .	205,911	249,036
(City Circulation)		

*Evening Except Saturday

The Times is Growing with Detroit

Lay Off the Railroads!

A Railroad Man, Who Is Tired of Listening to What He Claims Are Half-Baked Advertising Ideas, Points Out Some of the Fundamental Errors of the Critics

By a Railroad Advertising Agent

THIS is not an apology. It is an attack. "You realize," says Harry Merrill Hitchcock, the latest to sneer at railroad advertising, in a recent *PRINTERS' INK* article,* "that railroad men are getting just a little tired of being badgered and put on the defensive about advertising, and your conscience smites you."

More than "just a little tired," Mr. Hitchcock. More likely, "a little bored." Probably, "a little suspicious." If necessary, the railroad men will get a law passed about it, requiring that every person who in any periodical attacks and condemns railroad advertising as inefficient, insufficient, or with any other veiled or explicit epithet, shall be required to preface his article with an affidavit showing:

- (1) What it is he has for sale—space, direct-mail, etc.
- (2) Whether or not it is a fact that, previous to writing said article, he has tried to sell this particular space, direct-mail, etc., to one or several railroads, and failed.
- (3) Why he thinks he is particularly qualified to criticize railroad advertising.
- (4) Why, being a self-appointed critic, he should out of so many hundreds of industries select the railroad industry.
- (5) Whether he has ever successfully made any practicable suggestions to any other industry.

I am asking *PRINTERS' INK* to print this article anonymously; but not, as some of my opponents might deduce, out of fright. It is rather because I am too busy to interview any more solicitors with visionary schemes to revolutionize the railroad business. I am "just a little tired" of listening to half-baked ideas. But if it has any value, I can modify my anonymity, and declare my qualifications, by saying that I have drawn my pay-check from a railroad for nearly twenty years, that I know fairly intimately most of the major systems of this

continent, am a member of the American Association of Railroad Advertising Agents, have held every position in advertising clubs in communities where I have lived, from assistant-secretary to president, and have addressed conventions of the International Advertising Association, these talks being reprinted in bulletins and quoted by *PRINTERS' INK*. So, although I may not be much of an attacker, I can at least claim to know my agates.

The fundamental error of the horn-rimmed critics is that they overlook the fact that a railroad is primarily a public utility. It is a servant—an intermediary. What it sells is not an end in itself (as, for example, a manufacturer of, say, a food product or a form of entertainment, sells the gratification of some desire) but a means to an end. This is, if you like, one of the most essential links in a long chain of transactions, to be able to help the producer give the consumer what he wants when he wants it; nevertheless, until he does want it, the railroad has nothing to sell. The peculiar duty of a public utility is to be there when wanted—and not until then.

You do not lift the telephone from the hook until someone calls you or you wish to call someone; the operator does not get a number until asked. You do not turn on the gas stove before there is the necessity to heat something, or press the light-switch before it gets dark. We pay taxes, not to preserve policemen, firemen and garbage men as natural species, but to have them handy when contingencies arise.

The railroad, similarly, exists to give its patrons what they want after they have decided to want it. What are those wants? The functions of a railroad have grown by accretion, and now variously include carrying mail and express,

* "On the Frontiers of Advertising," September 22, 1927, page 78.

feeding passengers, cutting their hair, checking their parcels, selling them orangeade, and even operating hotels for the two-legged travelers or stockyards for the four-legged. But the original and still preponderant function is transporting passengers and freight—when such need or want to be transported. A manufacturer does not put his freight on a train merely to give it a joy-ride; he ships it to a buyer. A passenger does not make a train journey merely to get a kick out of the journey itself—in which regard the railroad differs from its competitor the automobile—but to attain a definite objective already formed in his mind. If that objective does not exist, if the buyer has not bought the merchandise, the railroad's potential services lie dormant.

This point will give me a chance, incidentally, to take a crack at the superficiality of thought that seems to characterize the average critic's attempts at telling the railroads how to run their business. He devotes, in his wonderful analyses of the transportation market, so little thought to the economic basis of transportation as to merit in any other business a loud guffaw.

In my twenty years of railroading, and of meeting solicitation, I have met examples just as ludicrous as an analysis of the electric-fan market of Labrador. The other day, for example, I received a perfectly serious proposal that we should advertise our winter sports facilities (we are a Northern line) in California; the slightest reflection on human nature and upon the enormous distances involved would have shown the futility of such a proposal.

Another thing the armchair critics invariably ignore is that the traffic of a railroad is closely co-ordinated with the prosperity of the region it serves, and with the prosperity of the nation. If the nation suffers an industrial setback, if crops are abnormally poor, people do not buy. If people do not buy, freight does not move. If freight does not move, less passen-

gers travel, for salesmen are called in off the road when trade is bad.

The truest and most immediate index to the material prosperity of this nation is not Wall Street, but the statistics published regularly by many railroads showing the movement of freight. These statistics show the tonnage handled over the local freight shed platforms during the period under review—the familiar "car loadings" of the financial columns. When car-loadings go seriously down, watch out for the effects upon all industry! Faced with such a condition, a railroad could advertise until it was blue in the face, and get not a nickel's worth of extra business except what it stole from a competitor.

Still another thing the amateur critic forgets is the question of selling cost. A very considerable part of railroad advertising appropriations is spent on advertising competitive services; that is to say, two or more companies compete for the traffic between the same places. My line, the P. D. X., competes with the Q. E. D. between Alpha and Omega—cities about 400 miles apart, with two day and three night trains on each line, some of those trains quite "de luxe." My line, the P. D. X., could sail in and absolutely eliminate the Q. E. D. on that service, if it wanted to. But at what cost!

I'll add another to emphasize. Three or four years back we had an advertising run-in with the Q. E. D. If they came out with a six-inch advertisement of their Alpha-Omega service, we came out with a seven-inch advertisement of ours. If we used three insertions a week, they used four. Meanwhile, the total normal number of passengers between Alpha and Omega remained the same—which is true of all inter-city traffic anywhere—and neither of us could increase our fares, which are decided by statute. The result was that very soon both of us were spending on advertising the Alpha and Omega service more than the net revenue after deducting operating costs, and we were glad enough to come back to the "gentlemen's

Oct. 6, 1927



CIRCULATION

SWORN STATEMENT

For the Six Months' Period
Ending September 30th, 1927,
Filed With the Post Office
Department and Published as
a Matter of Public Record

	1926	1927
The World	284,141	335,928
(Weekdays)		Increase - 51,787
The Sunday World	553,877	570,864
		Increase - 16,987
The World	322,464	369,307
(Seven Day Average)		Increase - 46,843
The Evening World	295,732	314,491
		Increase - 18,759

For the first nine months of this year THE WORLD, THE SUNDAY WORLD and THE EVENING WORLD have delivered to their advertisers a circulation of nearly 16,000,000 copies in excess of the distribution over the corresponding period last year.

The  **World**
NEW YORK



Oct. 6, 1927

Oct.

agreement" on that particular service.

Competitive railroad advertising is hedged around with this peculiar limitation. In what is often called "standard train service" advertising, the size of the market is not enlarged, except slowly as co-ordinated with general commercial conditions. Even were we and the Q. E. D. to pool advertising resources and run a big co-operative campaign, I doubt if we would get another single person in Alpha to go to Omega—unless they were already "sold" on Omega. The job of railroad advertising is therefore to "sell" them on Omega.

I put forth this argument in full cognizance of the fact that the human factor is an enormous one in any kind of railroad service, competitive or otherwise. Experienced travelers in the passenger end, experienced shippers in the freight end, know that the personnel of some lines render more satisfactory service than others. That is the only reason why some lines can compete at all; it is also the only reason why you patronize, say, one certain dairy out of the many that deliver in your locality, or why, when you go to a strange city, you stay at a certain hotel in preference to another.

I know a man who crosses to England several times a year on buying trips. Whenever possible, he always waits for a certain ship, because the chief steward once did his wife a great favor. In the freight business particularly, which has no frills to provide, the amount of personal service rendered is generally the reason for support. A fellow member of my advertising club, a fruit broker, told me the other day that he had told the Q. E. D. city freight solicitor not to call on him any more, because the Q. E. D. had refused to investigate an alleged irregularity in a bill of demurrage charges. Another case I know is a large printer who ships all his paper by the P. D. X. because the car-tracing clerk who handles his section always gives him such prompt reports on his emergency shipments. He sends most of his salesmen out on the P. D. X., too.

Institutional advertising, in my belief, has a very definite purpose in reiterating to the community this element of personal service or personal acquaintance as a guide in choosing between competitive service. It does not, however, solve the question of getting more people to Omega. Why should more people go to Omega?

Passenger travel is actuated by a great many motives, which, however, can be classified into two—to see people or to see things. If Mr. A. is suddenly stricken with the notion to visit his old mother, who lives in Omega; or if Mr. B., retailer in Omega, decides to put in a line manufactured by Mr. C., in Alpha, we have examples of the first. If Omega turns into a health resort, or becomes notorious for its theatrical entertainments, we have examples of the second. In the way of freight traffic, if our railroad, the P. D. X., can somewhere unearth along its line, preferably at a non-competitive point, some mineral or what not that the manufacturers of Omega will want to utilize, the same purpose is served of increasing the turnover of established facilities.

With every due respect to the horn-rimmed critics, I do not think that any railroad on this continent is guilty of consistently overlooking bets. In fact, the more I move among officials of other roads, the more I am convinced that they give a very sane consideration to every possibility of new traffic, and are prepared to spend a reasonable amount in exploiting it.

That amount, according to the standard of the critic who is interested first and foremost in selling some form of advertising space, is not large enough, and not properly used. The railroader, of course, with his many years of experience, and his accurate records of past performance, is a fool. He is (as one high-powered salesman told me recently of our own publicity, when I would not docilely sign his chimerical dotted line) "all wet."

Well, perhaps we railroaders are. We are not, however, self-satisfied, nor do we conceive it our mission to butt in with unasked for and in many cases superficial advice.



Pointing With Pride

For example—

Debits to individual accounts in New Orleans banks for the four weeks ending September 21, 1927, showed a gain of \$67,104,000 over the same period of 1926.

The daily circulation of The Times-Picayune for this period showed a total of 93,491 and the Sunday total was 133,856. This was an increase of 8,126 daily and 8,461 Sunday over the same weeks in 1926.

In fact, the South's greatest newspaper is a barometer of progress in the South's greatest market.

The Times-Picayune

In New Orleans

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Representatives: CONE, ROTHENBURG AND NOKE, INC.
Pacific Coast Representatives: R. J. BIDWELL CO.

4 3 0 , 2 4 2

Average daily and Sunday net paid sale of
The New York Times as reported to
the Post Office for the six months
ended September 30, 1927

An increase of 38,777 copies over
the corresponding six months of 1926

Average daily and Sunday
reported Sept. 30, 1927 - - 430,242

Average daily and Sunday
reported Sept. 30, 1926 - - 391,465
Gain in twelve months - - 38,777

The New York Times

All the News That's Fit to Print

The New York Times

Circulation at a New Peak

Present net paid sale

Daily over 400,000 - Increase past year 45,000

Sunday over 660,000 - Increase past year 80,000

Of the gain in the daily sale 81% is in
New York City and suburbs.

Of the gain in the Sunday sale nearly
70% is in New York City and suburbs.

The New York Times is read more
thoroughly than any other American
newspaper.

The New York Times circulation rests
on the rock bottom of legitimate regu-
lar reader demand for NEWS—Prompt
—Trustworthy—Impartial—Complete.

The New York Times advertising col-
umns reflect the best and most interest-
ing news in advertisements. The
worthwhile advertising—worth adver-
tising and worth reading—obtains the
best results when appearing in The
New York Times.

The New York Times

A Newspaper for Thinking, Intelligent Men and Women



YOU CAN'T DRIVE A PILE WITH A TACK HAMMER

—any more than you can cover Chicago's morning market with one newspaper. Here's a city with a four-million trading area, and only two morning newspapers. But those two newspapers together cover that trading area as thoroughly as a hen covers her clutch of eggs. The Herald and Examiner is one of those newspapers with a million readers daily and over three million on Sunday, with a combined purse as prodigal as any merchant can hope for.

THE CHICAGO HERALD AND EXAMINER

August Averages: Daily, 439,540; Sunday, 1,047,475

National Advertising Manager — J. T. McGIVERAN, JR.
EUCLID M. COVINGTON T. C. HOFFMEYER
285 Madison Avenue Monadnock Building
New York San Francisco

How Do You Get Your Good Ideas?

Maybe You Don't Know It, but This Is the Way Science Says It Is Done

By Ruth Leigh

THIS article aims to ask, without a definite answer, the question: "How do we get our good ideas?" And further: "What control, if any, have we over our thoughts and creative processes, by means of which our good ideas are evolved?"

For the purposes of this article, I talked with several well-known advertising men, whose names are linked with result-producing advertising ideas.

"So far as I know, I have never got a good advertising or merchandising idea sitting at my desk," said one agency copy man. "I may tackle a problem in the office, study its essentials, but if I'm seeking an important idea or slant for an advertising campaign, I do one of three things—*always alone*. Either I take a long walk, or a long drive in my car, or else, I go horseback riding. While doing any one of these things—alone—I almost invariably get the answer to the problem—or the idea I'm seeking."

Using this man's method and experience as a concrete illustration, and tying it up with the latest findings of psychology, we find that the human thought process follows a clearly defined series of steps, some of which are within our control, others beyond it.

According to Graham Wallas, the English scientist, the formation of our new thoughts passes through definite stages.

The first he calls Preparation—illustrated, in the experience quoted above, as "tackling the problem in the office, studying its essentials." It is during this stage of preparation that we investigate, study, analyze the facts.

The second stage, the period of Incubation, takes place while the thinker takes a walk, drive, or a horseback ride. During that

time, the mind switches off the problem and is engaged in thinking of the walk, the drive or the horseback ride. In other words, during this period the mind is not consciously working on the problem.

The third stage marks the appearance of the "good idea," seemingly from nowhere, and this Mr. Wallas calls Illumination. It may come during that period of physical exercise, or after it, but the thinker is usually conscious of its coming. In conversation, we speak of a good idea "dawning suddenly." That "dawning" has more psychological significance than we realize. With it usually comes the belief that the right idea has finally been hit upon.

The fourth and last stage of thought has been called the Verification. During this time, the good idea is analyzed in the old light of facts and reason; it is tested, perhaps worked out tentatively in a few pieces of advertising copy, or with headlines.

HOW TO CONTROL INCUBATION PERIOD

There are a number of ways of controlling the Incubation period—that is, in developing a good idea, once we have studied the problem. Perhaps the best of these is to get your mind off the problem by doing another piece of work, or by relaxing—enjoying, perhaps, some physical exercise. The English scientist points out that this is approved business efficiency because no time is wasted; while the unconscious mind is studying one problem, the conscious mind is tackling another. Hence, the four stages of thought can be traversed, in one man's mind, while he is tackling four or five problems at the same time.

The vice-president of a large

tire manufacturing company, who is also in charge of advertising, points out that this method of tackling several problems is his usual custom. He calls this period of unconscious thought, (the Incubation process), by the good old-fashioned phrase of "sleeping over the problem."

He gives a concrete illustration of how this works successfully for him by referring to his connection many years ago with a humorous weekly, when part of his duties was writing lyrics and other light verse as captions under the many sketches brought in by artists.

"They'd bring me a sketch," he says, "and ask me to write a light verse to go under it. I'd study the picture for an hour, perhaps, and no appropriate idea would occur to me for a verse. I'd put it away, and study it the first thing next morning. Soon, as if by magic, I'd get just the right idea, and off I'd start scribbling the verse."

ARE YOU WORTH MORE ON THE GOLF COURSE OR IN THE OFFICE?

The man first quoted makes the observation that because of this unconscious period of thought, many executives are more valuable to their concerns when playing golf or relaxing away from the office, than if chained to a desk seven or eight hours a day conscientiously "working." Bearing out this contention, Mr. Wallas asserts that worry with petty details, doing unimportant clerical, routine jobs, keeps many executives from producing important ideas. They clutter their minds with unimportant thoughts, and refuse to indulge in necessary periods of enforced idleness. Hence, their minds seldom produce creative ideas of importance. Science insists that thinkers require long periods of abstention from conscious thought, in order to give the unconscious mind time to turn over, to produce good ideas. Mr. Wallas points out, too, that "the most dangerous substitute for bodily and mental relaxation during the stage of Incuba-

tion is neither violent exercise nor routine administration, but the habit of industrious passive reading."

It appears to be a belief of many energetic Americans that time spent sitting still, as in a railroad journey or on subway trains, is time wasted. Modern science denies this. A man or woman who uses every spare five or fifteen minutes to stuff the mind with "good reading" is almost certain never to evolve ideas of brilliance or originality. The human mind, to produce worthwhile ideas, requires long stretches of enforced idleness and relaxation, abstention from enforced thought.

Perhaps the most interesting, although the most complex, stage in our thought processes is the Illumination stage. Applying it to the creation of advertising ideas, we inquire: Can we willfully influence that elusive third stage, toward evolving ideas when, and as, we need them?

Another agency man, a partner in his business, who is noted for his fertility of ideas, believes that we can, and modern science supports his conviction.

"In my case," he points out, "getting good ideas works in two ways; sometimes the idea comes as a flash—where, how or why I don't know. Other times I 'feel' it coming. After I've tackled a problem, then let it alone to germinate, I sit back and 'feel' that I'm getting a good idea, and it's just a matter of waiting until it floats along."

As an illustration, he cites the case of a client who sent for him on an important advertising problem. It was a large retail store, and following the conference, at which the problem had been presented and discussed, the agency head walked back to his office. "By the time I stepped into the elevator of my building, I had the answer—a sudden good idea that flashed in my mind. On the other hand, a client presents a problem for which I have no immediate original solution to offer. I lay it away, then soon after when the

PERCENTAGE OF GROWTH IN FIFTY YEARS			
POPULA-TION	U. S.	FLA.	176%
TOTAL WEALTH	U. S.	FLA.	996% 3500%
MANUF. PROD.	U. S.	FLA.	1000% 4500%
AGRIC. PROD.	U. S.	FLA.	994% 1250%

How This Florida Market Has Grown in 50 Years!

THE chart above shows at a glance the amazing growth of Florida during the past half-century as compared with the expansion of the United States as a whole.

In the course of the past few years Florida has become an important national market which the manufacturer and producer cannot afford to overlook.

With 1,317,160 resident population and more than

a million winter visitors annually, all with buying power above the average, Florida offers the exceptional opportunities and advantages inherent in a fast growing region.



A rich and prosperous portion of the Florida market is the Jacksonville trade territory (including some 300,000 families) which can be covered thoroughly and economically by advertising in—

The Florida Times-Union
JACKSONVILLE, FLA.

time comes to produce, I retackle the problem. Slowly, gradually, I find myself evolving an idea. Probably it has been germinating during the period I laid it away."

The term Intimation is used to describe that period in the Illumination stage when we are conscious, because of a train of ideas floating along, that the "flash of success is coming." Every creative thinker recognizes that half-dreamy feeling, while evolving an idea, when one recognizes a good idea "almost coming." The ringing of a telephone bell, a sudden opening of the door, any interruption is disastrous to such "dim feelings and faint intuitions."

At this point of Intimation we learn that our will can control thoughts. Thus science makes practical suggestions to a creative thinker:

First. When Intimation brings with it a train of seemingly important, useful thoughts, it is important to hold on to them. (Any idea man is familiar with the experience of "almost catching" a good idea, only to have it slip elusively away.)

Second. Sometimes the Intimation (fringe of the idea-producing stage) comes when one is reading a book. A word, a phrase, an idea starts the unconscious mind working, and soon we become dimly aware of developing a good idea. When this happens, it is wise to stop reading and let creative thoughts flow.

Third. Every thinker is cautioned against attempting too soon to put his good idea into words, perhaps before his thoughts are completed.

To the creator of advertising ideas, it is less important whether or not we interfere with our thought processes than to recognize how they function. Understanding this, we avoid the serious mistake of trying to force good ideas.

Remington Agency Adds to Staff

C. A. Downs has joined the E. P. Remington Advertising Agency, Inc., Buffalo, as copy writer and account executive.

Retailers Criticize Quoting Price Cuts in Open Mail

Directors of the National Association of Retail Clothiers and Furnishers, meeting in Chicago recently, condemned the practices of manufacturers who send goods that are unsolicited or who quote prices on open mailing cards.

The first practice is entirely unethical, they feel, but fortunately not on the increase. The practice of quoting wholesale prices on open mailing cards often causes people who are not acquainted with the entire situation and who come in contact with these cards to form wrong opinions in regard to the profits which retailers make.

The Van Heusen price cut was discussed and, while no official action was taken, the general opinion was that in all cases the retailer should first be apprised of any price cut which the manufacturer intends to put before the consuming public.

Death of Mrs. Caroline L. Overman

Mrs. Caroline L. Overman, vice-president of Churchill-Hall, Inc., New York advertising agency, died at Perth Amboy, N. J., October 2. Mrs. Overman started advertising agency work with the Joseph Richards Company, Inc., New York advertising agency, later joining Churchill-Hall, Inc., with which she has been associated for the last thirteen years. She was also at one time co-publisher of a weekly newspaper at Atlantic Highlands, N. J.

New Humidifying Device to Be Advertised

The Moistair Corporation has been organized at Portland, Oreg., to manufacture an automatic humidifying device known as Moistair. W. L. McNerney is president and general manager of the new company.

A national advertising campaign is being prepared on Moistair by the Portland office of the Honig-Cooper Company, Inc., advertising agency.

J. H. Wilson with American Products Company

Jess H. Wilson has been appointed sales manager of the American Products Company, Cincinnati. He was formerly sales manager of Princess Pat, Ltd., Chicago, and the Pompeian Company, Cleveland.

New Account for C. J. Oliphant Agency

The Oertz Streamline Rudder Corporation, Amsterdam, Holland, with an American sales agency at New York, has appointed the C. J. Oliphant Advertising Agency, Inc., New York, to direct its advertising account.

Morning Lineage

For the first 6 months of 1927, Los Angeles' 3 morning newspapers printed 9,852,570 more lines of advertising than Los Angeles' 3 evening papers. Eliminating Sunday editions, Los Angeles' 3 morning papers, for the first 6 months, exceeded the 3 evening papers in 6-day-week advertising by 271,544 agate lines—a particularly significant fact inasmuch as one of the morning papers is a tabloid. Taking the morning field by itself, the Los Angeles Times exceeded the second morning paper by 2,036,944 agate lines, leading in all the classes of advertising shown below:

Department Store.....	Los Angeles Times	FIRST
Men's Clothing	Los Angeles Times	FIRST
Electrical Appliances	Los Angeles Times	FIRST
Office Equipment	Los Angeles Times	FIRST
Shoes	Los Angeles Times	FIRST
Sporting Goods.....	Los Angeles Times	FIRST
Druggists	Los Angeles Times	FIRST
Machinery	Los Angeles Times	FIRST
Real Estate	Los Angeles Times	FIRST
Medical — Sanitariums....	Los Angeles Times	FIRST
Resort and Hotel	Los Angeles Times	FIRST
Automobiles	Los Angeles Times	FIRST
Schools	Los Angeles Times	FIRST
Church	Los Angeles Times	FIRST
Books — Publishers.....	Los Angeles Times	FIRST
Amusements	Los Angeles Times	FIRST
Agriculture—Livestock	Los Angeles Times	FIRST
Shipping — Storage.....	Los Angeles Times	FIRST
Transportation	Los Angeles Times	FIRST
Miscellaneous Display.....	Los Angeles Times	FIRST
Classified	Los Angeles Times	FIRST

Los Angeles Times

Eastern Representative:

Williams, Lawrence & Cresser Co.
360 N. Michigan Blvd. 225 Madison Ave.
Chicago New York

Pacific Coast Representative:

R. J. Bidwell Company
742 Market St. White Henry Stuart Bld.
San Francisco Seattle

Give her a Car...for



THE man who winked at his girl in the dark may have considered himself exceedingly subtle. But she did not appreciate his subtlety, for she couldn't see the wink.

In a subtle way, some automobile manufacturers are suggesting that there ought to be an "extra" car in every good-sized family.

But this suggestion deserves more than subtle expression. The growing social life in America and the growing average income have created a real need in every prospering family for two cars—a car for *Monsieur* and a car for *Madame* and *les enfants*.

E N

...for her *very Own!*

So that Mother and Daughter may motor out to the Country Club, while Dad is stepping on the gas *en route* to a nearby trout stream.

Home owners almost universally these days are building two-car garages. But why doesn't some automobile manufacturer do some "two-car advertising"—persuasively and militantly?

With low level motor car prices, cheaper gasoline mileage and smaller upkeep costs, the expense of two cars does not equal that of one car of a decade ago.

This isn't something merely to insinuate into automobile copy.

It is something to spotlight and dramatize—for a clean-up.

There are literally hundreds of thousands of men in this country who are well able to afford an "extra" car for their families.

The man who has the pleasure of saying to his wife, "This car is 'yours truly'—your very own" also has the satisfaction of knowing that, from then on, the other car in the family will be *his* car—for his exclusive and unrestricted use. His, wholly and solely—as verily as his safety razor and his golf clubs.

LENNEN & MITCHELL, Inc.

*An advertising agency serving a limited number
of large-volume advertisers*

17 EAST 45TH STREET, NEW YORK CITY



Pet Views

About the Northwest



Upset!

Tradition, handed down from pioneer days, has made advertising men think of the Northwest as a wheat country. This new book upsets old ideas; it gives a true picture of the modern Northwest.

Minnesota is first in creamery butter production and makes nearly five times as much from dairy products as it does from wheat.

North Dakota is first in rye and gets 11.2% of its income from dairy products.

Sixty-five per cent of South Dakota's income is from hogs, cattle and dairy products. Less than 7 cents out of every dollar comes from wheat.

These and other facts give you a clear picture of this territory, where 68.4% of the population lives on farms and in towns under 2,500. Farm paper advertising decisively influences trade trends here, and you can cover the territory through the only weekly farm paper.

Ask for a copy of "Northwestern Farm Facts and Figures." Make it a part of your data files.

THE FARMER
West Publishing Co., Saint Paul, Minnesota
The Northwest's Only Weekly Farm Paper

Standard Farm Papers, Inc.
307 No. Michigan Ave.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
250 Park Avenue,
New York

A Northwestern Institution Since 1882
Member Standard Farm Paper Unit

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The Space Buyer's Yardsticks Inch by Inch

The Second Standard of Measurement Is Prestige—It Means Everything Relating to the Kind of People Who Read a Newspaper

By Duane D. Jones

Of Lord & Thomas and Logan, Los Angeles

II

MAYBE I had better say, again, that when I was first assigned to space buying, in a large agency organization, as a detail in the management of accounts entrusted to me, I had practically no knowledge of ways by which advertising space is measured. But I had enjoyed selling experience myself, and had technical training. Before long, I found ways to gauge advertising space pretty accurately, by standards which I have called "yardsticks."

There are five of them: Circulation, Prestige, Lineage, Merchandising Co-operation and Market Data. They were discussed briefly in an article which appeared in the May 26, 1927, issue of *PRINTERS' INK* under the title: "The Space Buyer Shows His Yardsticks."

These yardsticks may be used by anybody who will take the time to learn how they are applied. Space buyers in large advertising agencies soon develop something similar, through experience. But there are many young men new to advertising, and many space buyers in smaller organizations where it is not easy to get broad experience, and there are also thousands of advertisers who use newspapers outside their own communities, but who are not national advertisers. It is for these men that I am explaining my yardsticks in greater detail, and the second is now under consideration—Prestige.

In the first yardstick, we analyzed Circulation. The purpose was to determine the quantity, and also certain points of quality, such

as "mass" and "class," home and street sales, suburban and country extensions of city circulation, and so forth. These yardsticks apply particularly to newspapers in the large cities and towns.

The word "Prestige" is but one of a number of terms that might be used for this factor. Some space buyers prefer to call it "reputation," others would say "influence." Elinor Glyn would probably say, "It." In other words, Prestige is the personality of the paper, the intangible quality that is sometimes hard to define, and yet is a vital element in the success of the paper, and by the same token, in the success of the advertising which runs in it. I think the Prestige of a newspaper generally embraces its reputation for the following values:

1. Dignity.

Newspapers are like actors—they appeal to different types of audiences. A dignified newspaper is like the grand opera singer—it appeals only to those who enjoy the finer things of life, and dislike the more popular forms of entertainment, particularly jazz. A dignified newspaper generally has a small circulation, because its type of audience is always in the minority in any community, even the largest cities.

Their readers are loyal to them, and constitute an unusually stable class of people, because they are above the average in wealth, or in education, or both. Therefore, they are responsive to advertising of goods and services above the masses, either expensive things, like fine musical instruments, or intellectual things, such as books, or pictures. The dignity with which news is presented, the skil-

This is the second of a series of five articles by Mr. Jones. The first article appeared in the September 29, 1927, issue, page 117.

Oct. 6, 1927

ful treatment of even sports by specialists, and the publication of authoritative articles on matters of general progress, in contrast to the sensations of the day, give such papers a character that is not easily counterfeited, even when they are not old and famous journals.

2. Liberalism.

A liberal newspaper is one that holds a distinct place between dignity and sensationalism. It generally has a dominant circulation, because it is read by the upper strata of society, but its matter is not so pronouncedly intellectual as that of the newspapers in which dignity comes first. It is intelligent, but not "highbrow." It stands for everything that is progressive, but gives the people real news before dealing with the semi-news interests, such as economic trends, science, literature, art. News is first, but it does not attempt to make it overshadow all other issues, or force it on readers, by scare heads, pictures, diagrams and like arts of the sensational press. This type of newspaper is generally read with confidence, and that confidence extends to those who advertise in it.

3. Sensationalism.

Sensational newspapers generally have large mass circulation and bring excellent results for goods and services that appeal to the masses.

The space buyer is only interested in results brought by advertising, and it cannot be denied that sensational papers, as a rule, are good producers when the right product is advertised in them. People read newspapers either to get ideas or thrills. A very large majority of the public prefers thrills, because they feel more than they think. Whether the advertiser buys space in the so-called sensational papers or not, people who like them will read them, and apparently they are people whose mentality cannot be interested in anything more intellectual. An advertising appeal to those people is strictly business, and is not involved in the character of the medium.

From the standpoint of inquiries from keyed coupon advertising, there is often a vast difference between the cost per inquiry in the dignified, the liberal and the sensational newspapers. The space buyer should have this cost per inquiry in mind when making selections. His study of the character of the paper is made for that purpose, and nothing else.

4. News Service.

A newspaper must have a reputation for giving people the latest and most truthful news. Different newspapers may treat the same news in different ways, but all spend freely to get the first story on any important event. There are a number of recognized news services, regarded as the best. It is well to consider whether the newspaper you are inclined to select has one or more of these recognized news services. Some space buyers hold that this is automatically taken care of in accurately measured circulation. That is true. The question is raised here to make this report as complete as possible.

5. Appeal.

The news and general matter in a newspaper may be compared to departments in a general store. They are, in fact, departmentalized.

Different people walking through a big store are interested in different things. A man will walk past the ribbon counter and ladies' hosiery, to reach the hardware department in the basement. A woman will walk past the haberdashery, take an elevator, and reach a sale of gowns. If children are taken along, they lead parents to visit toys and sport departments. Each department in the store has its place in the scheme of things. The more one is ignored by women, the better its standing with men, and vice versa.

In the same way, newspaper departments appeal to various members of the family, and often tell whether a given paper is more widely read by women than men, or the reverse.

Men's interest may generally be gauged by the excellence of the sport pages, financial pages and telegraphic news. These are the

Graphic

"Nation's Business gives a clear cross-section of American business and is graphic and interesting. It is worth to any executive many times its cost."—H. A. SMITH, President, National Fire Insurance Company of Hartford.

NATION'S BUSINESS

Mr. H. A. Smith, President,
National Fire Insurance Co.
95 Pearl Street,
Hartford, Conn.



October

* 1927

What Comes After the New Competition? by O.H.Cheney

Why Our Factories Cross the Border by Floyd S. Chalmers

An Army Fights to Fill Your Gas Tank by William Boyd Craig

The City is the Business of Business by Chester Leasure

Map of Nation's Business, Page 52



Published at Washington by the Chamber of Commerce of the United States

A QUARTERLY OF A NATIONAL CHAMBER OF COMMERCE

classes of news that interest men. If a newspaper has a reputation for printing the best in those lines, the space buyer may be sure men are reading it, and that it is adapted to the advertising of things men buy.

Women are naturally interested in such departments as home economics pages, style pages, serial and sex stories, as well as telegraphic news. If the paper has a reputation for excellence in these departments, that indicates responsiveness to advertising directed at women.

In the same way, children like comic strips, colored supplements, pictures, cartoons, puzzles and children's pages. However, they are seldom considered as a market by themselves, and the advertising of things for children is directed to the adults of the family. But a paper with strong appeal to children is probably strong in the home, and it must be remembered that a large number of children are constantly passing from infancy, when things are bought for them, to the ages when they want things of their own choice, and from that to the ages when they buy for themselves, and become earners.

6. Age and Accomplishment.

Perhaps the most valuable asset of a newspaper is its age and accomplishment. If it has this form of reputation, it generally has everything else that goes with it, such as substantial circulation among the kind of people to whom it appeals, advertising lineage, and so forth.

A great newspaper publisher once said that the last thing a newspaper ever lost was its reputation. Many great newspapers have suffered from poor business management, yet carried on because of their good name in the community. What a newspaper accomplishes in public service, the spread of beneficial ideas and ideals, the advancement of its community, and leadership in human progress, the righting of wrongs, and the fighting of corruption, carries it to great heights of public confidence. And such confidence plays a vital part in the

success of advertising in its columns.

Reader confidence, in my opinion, is a direct result of the newspaper's good name and reputation. Age plays a part, because it applies the test of time to achievement, deepening and strengthening it.

7. How to Sum Up These Factors of Prestige.

There is no better way to judge whether the above factors of Prestige are present, than to read and study the newspaper under consideration. The front page generally tells a good deal, sometimes everything. One well-known advertiser once made the statement that he always selected newspapers by studying their front pages. This may be carrying things a little too far, but I am inclined to believe that this advertiser did not go very far wrong, provided he was proficient in making that one measurement.

Judging a newspaper by the front page is like judging a salesman who visits you by his appearance. If the salesman is neatly dressed, dignified in manner and speech, not eccentric in any way, he compares with the newspaper well-printed in neat light-face, with no scare heads. As you will expect that kind of salesman to represent a trustworthy house, and offer a proposition appealing to your intelligence, so you will expect the conservatively printed newspaper to appeal to intelligent readers, and carry weight for high-class advertising.

If the salesman is gaudily dressed, and loud and positive in his talk, you may not be favorably impressed with him as a person from whom to buy for yourself, but he might strike you as an excellent type to impress people who are not so discriminating, and who do not grasp the essential points of a proposition with their minds so much as their feelings. In the same way, the sensational newspaper, with its front page arranged to attract the eye, and its most startling news played up according to thrill, sex, crime, money and similar appeals, would impress you as efficient for one par-

More Than
195,000
Daily

Los Angeles Examiner

More Than
425,000
Sunday

"The Greatest Salesman in the West"

5c. DAILY

OCTOBER 6, 1927

10c. SUNDAY

100 WASHERS SOLD IN 1½ HRS. BY USE OF EXAMINER ONLY

AMERICA'S RECORD BROKEN IN L. A.

BREAKING all records in the sale of washing machines anywhere previously recorded in America, Walker's, one of Los Angeles' large department stores recently sold 122 machines in half a day, 100 of them within the first hour and a half of the opening of the store, and ALL of them from advertising confined exclusively to the columns of The Examiner! The previous high record for the sale of washing machines was 67 for one day, according to one of the Walker executives!

Speaking of washing machines, The Examiner's record for carrying electrical appliance and hardware advertising remains consistently undisputed.

Glad to Have Help

YOU can judge a merchandising service department by the expressions of gratitude that it earns. Especially when such expressions say something more than just "Thanks." Here's one from The Honig-Cooper Company in San Francisco that we have just received:

"Will you please convey to the men in your Merchandising Department, who made the survey for us on Ghiradelli products, our appreciation and our compliments for the THOROUGHNESS OF THE WORK AND THE EXCELLENCE WITH WHICH IT WAS DONE. (Caps are ours.) It was a big help."

Prompt Action Praised

AND another: This one from the McJunkin Advertising Company of Chicago:

"Your prompt action in response to our request for coffee-market data was most helpful and gratifying.

"Please accept our sincere appreciation of this service . . . it is good to know where and when we can depend on receiving co-operation."

FILMLAND!



LOOKING West on Hollywood Boulevard, Hollywood, the home of the film industry and of many of the world's styles. In Hollywood live 41,874 families. It is the second highest district in Los Angeles in purchasing power, and its families read 33,777 Examiners every Sunday, and 16,662 of them every week-day.

Oct. 6, 1927



William E. D. Rummel Now Adds His Experience and Talents to the Editorial Staff of The Farm Journal

ANOTHER close bond is forged between The Farm Journal and the farmers of the great Middle West farm section where two-thirds of the Farm Journal's 1,400,000 circulation is located.

Thoroughly familiar with farming in this section, its leaders, its problems, and its trends of thought, W. E. D. Rummel is admirably qualified for the position of Midwest Field Editor, which he now assumes.

The Farm

first in the

PHILADELPHIA : NEW YORK : BOSTON : ATLANTA : CHICAGO

Mr. Rummel received an honorary membership from the Texas Experiment Station for his success in an intensive farm development and advancement campaign in that state, under co-operating agricultural agencies.

From the Iowa Board of Education he received a life diploma for his educational services in Iowa.

In Illinois, farmers know him as one of the foremost speakers for the American Farm Bureau Federation, the Illinois Agricultural Association, and the Farmers' Institute—the dominant farmers' associations in Illinois—and later as Associate Editor of the Illinois Farmer in charge of the Community Service Department.

For three years Mr. Rummel headed the Division of Visual Agricultural Instruction of the International Harvester Company, reaching 4,860,000 persons at 20,000 meetings.

During the war, the United States government drafted him to aid in the drive to increase food production, and his tours of instruction covered 24 states.

The success of The Farm Journal among farm people has been largely due to its intimacy with the farm home life and the minor business and social problems, as well as the more obvious ones. Its extraordinary hold on its readers is because it is really practical and helpful as well as interesting and entertaining.

Mr. Rummel will aid in keeping The Farm Journal in the closest possible touch with the Middle West. This means that The Farm Journal will be of still greater interest to its readers, and, consequently, of still greater efficiency to its advertisers.

The Primary Farm Market



1,400,000 Circulation

Journal

farm field

CHICAGO · SEATTLE : SAN FRANCISCO ; LOS ANGELES

ticular kind of advertising appeal.

And in the same way, the front page of a liberal newspaper reveals its character. A little familiarity with journalism or publishing will enable one to classify these three types at a glance—judged by the home editions, of course, not the scare-head street editions made up in special dress, to sell on the run.

After a front page appraisal is made, look through the paper. Read the men's pages, and judge for yourself whether they are interesting, look over the pages directed to women, notice the news service the paper has, and so on. This is like studying a man's character by questioning him regarding standards that you have in your own mind.

Most of us who have merely read newspapers, choosing the ones that appealed to our sense of the fitness of things, will find strong prejudices in our minds, saying that such-and-such a paper is "lowbrow," and harmful, or that such-and-such a journal is "highbrow," and does not number among its readers anybody under fifty years of age.

In appraising newspapers for advertising purposes, however, this prejudice soon disappears. We are studying different groups of citizens in the community, their ways of thinking, the sources of their ideas and feelings. By their newspapers you can know them as intimately as by the neighborhoods in which they live.

No business man seeking to cover a community would neglect any neighborhood where there is a possibility of selling his products. What the "highbrows" or the "lowbrows" thought, or felt, would not enter into his plans. The sole question for him would be, "Can and will they buy my goods?" That is the only question to be settled in measuring newspapers, as advertising mediums, by this second yardstick of Prestige.

F. T. Bangs Advertising Service

Fred T. Bangs has resigned from the advertising department of Fairbanks, Morse & Company, Chicago, to start a service for industrial advertisers at that city.

F. C. Schader with Wm. Lewin Agency

Frank Conrad Schader, who formerly conducted his own advertising business at Los Angeles, has been appointed research and merchandising manager of the Wm. Lewin Advertising Agency, Newark, N. J. At one time he was with the Chicago office of the American Type Founders Company.

Changes in Ives Manufacturing Company

Harry C. Ives, for many years president of the Ives Manufacturing Company, Bridgeport, Conn., manufacturer of toys and miniature railways, is now chairman of the board. Charles R. Johnson has been elected president and is directing the sales activities of the company.

Bayard Jones, Advertising Manager, Remington Arms

Bayard Jones has been appointed advertising manager of the Remington Arms Company, Inc., New York, manufacturer of Remington firearms, cutlery, ammunition, etc. He has been with the Remington Arms company for a number of years as export advertising manager.

Anchor Cap Account to Lyddon & Hanford

The Anchor Cap & Closure Corporation, Long Island City, N. Y., manufacturer of metal caps for glass containers, has appointed the New York office of the Lyddon & Hanford Company, advertising agency, to direct its advertising account.

"Wiring for Profit," a New Business Paper

The Shulsinger Publishing Company, Inc., New York, has started publication of *Wiring for Profit*, a monthly publication for electrical contractors. It will have a page-size of five by eight inches. Irvin Shulsinger is president of the company.

H. F. Weller Returns to Campbell-Ewald

H. F. Weller has resigned from the Edward N. Nathan Advertising Agency, San Francisco, to return to the San Francisco staff of Campbell-Ewald Company, advertising agency.

Johnson Motor Company to Move

The Johnson Motor Company, manufacturer of outboard motors, will move from South Bend, Ind. to Waukegan, Ill. Production in the new plant will be under way about December 1.







Dinner

Since the days of
Godey's Lady's Book

FRANKLY, *Delineator* depends primarily upon the immemorial appeals to women's interests that have been effective ever since, and before, the days of Godey's *Lady's Book*.

Fiction, Food and Fashions.

Child Training and Psychology.

Everything to do with the home from the laundry to the living-room.

BUT, as all the world knows, water of much volume has flowed beneath the bridge since the days of Godey's *Lady's Book*.

And that water has carried away many things, good and bad. Petticoats and prejudices, long skirts and high shoes, many narrow waists and some narrow mindedness—these and many other things, have been swept away.

Women no longer ask, "What does it cost?" half as anxiously as they ask, "Is it smart?" Women no longer enquire, "How long will it wear?" half as urgently as they ask, "How will it look?"

In most things that women buy, price and even quality have become secondary to another element—the element of style.

AND so it is that while primarily Delineator depends upon these long-established,

sound appeals to women's interest—fiction, food and fashions, and the rest,—it has, in addition, a new and lively and timed-to-day appeal.

Delineator is distinctly styled.
Delineator has atmosphere. Delineator is the one magazine of large circulation that is smart.

And every month more advertisers are cooperating with Delineator in its purpose.*

Delineator

Established 1868

THE BUTTERICK PUBLISHING COMPANY

*The September issue, for instance, shows an increase of 85% over the corresponding issue of last year, and the October issue shows an increase of 44%.



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How We Test Consumer Acceptance

We Conduct a Laboratory Experiment Before Releasing a New Design—
Then We Are Sure It Will Be a Success

By I. R. A. Curry

Secretary-Treasurer, Octonek Knitting Company

THE dictum of a coffee taster does not determine the popularity of a coffee blend, nor does the verdict of a designer's eye decide whether a garment is properly style-accented.

In our business of manufacturing knit sportswear, I can say that we absolutely know the ultimate popularity of a model, and even the type of customer who will like it and why she will want it, before it's sample-cased to a single one of our 2,500 dealers in the Pacific Northwest. A strong statement, this, but before I back it up, let me tell you that it is this policy of *sureness* that has steadily increased our business 25 per cent over the normal increase which we could expect in a year's time. And this has been going on for six years.

When the Octonek Knitting Company started manufacturing sweaters seventeen years ago, it was the shaker design sweater or the familiarly called "roughneck" that made up the bulk of the output. We had a knitting method of our own patent, so that we could make this model with eight different neck adjustments on the same sweater. Everybody knows the kind of sweater I mean—the button-in-front, roll collar model. Boys and girls wore them in their play, men wore them in athletics, and women wore them for warmth. Incidentally, they still do wear them for these purposes, and the true and tried "roughneck" is just as good as it ever was.

But woman hasn't been standing still. For one thing, she is refusing to wear old-fashioned knit underwear, and for another thing, she has gone in for sports. Consequently the machines of the country stopped knitting underwear and quickly took up the manufacture

of knit sportswear for women.

So while we kept on turning out the staple "roughnecks," we, too, introduced new and colorful skeins to our looms. We included a designer in our personnel, and she concocted the designs for two-piece knit dresses, and one-piece knit dresses, and sweaters and coats. We made up the designs, and tucked the models in our salesmen's sample cases, and got set ready to go. But here the uncertain human element entered in. Our new sports line didn't go over as well as we had a right to expect.

We were using then, as we do now, only the finest worsteds. Of course, that made the sportswear cost a little more than if we used coarse, cheap wools. Was it price that "uncertain human element" was worrying about? Dealers told our salesmen that it was; "\$18 for a sweater is too much," was their sage advice.

It was our turn to move. We jumped. Instead of turning out more designs, more models, more filled sample cases, we changed our merchandising policy.

A TESTING LABORATORY

The first thing we did—that was six years ago—was to move our business so that we could have our designing department out in front where the public could help us.

"Oh," I hear you say, "a retail store?" Yes and no. It is strictly a testing laboratory—the place where the public measuring stick is applied to our products before they reach the dealer's counter.

Our designers are out in front now, meeting Mr. and Mrs. and Miss and all the little Seattles when they come in quest of knit sportswear.

"I had in mind a one-piece dress for traveling, but you don't seem

to have quite what I had in mind," hesitates a customer.

Then our designer-saleswoman is on the job. "What did you have in mind? Let us make it up specially for you."

Sometimes the customer makes her own rough sketch, more often the saleswoman pencils it out, but in any event, there in black and white goes one woman's ideal of a knit traveling dress. Eventually she goes out with the realized ideal in a slim box under her arm, while a replica goes onto the shelf to be "trade tested."

It may meet a real need of the woman who travels. If it does "go over" in our testing laboratory —then it is sample cased!

The salesman is enthusiastic. "Got something good for you this time. Just the thing in a knit traveling one-piece. Went over like a million dollars in our store in Seattle." In a few minutes he has not only sold the dealer but his sales force.

SUCCESSFUL "FLOPS"

Sometimes it doesn't work, that is, it does work—our policy, I mean, even though a model "fails." The sample case never sees a garment that fails to win Seattle approval, and what a lot of good money is saved and dealer discontent is eliminated in this way. After six years of selling the "trade-tested" Octonek line, our dealers know that a model is a success or they wouldn't even get a chance to look at it.

Meeting the human element face to face the way we do, keeps us on our toes. For instance, we knew that the modern woman shopped and golfed and lunched and dined, but we didn't know that she wanted a dress in which she could do all these things in one day until she told us about it.

We found there was a constant demand for a one-piece dress, with a short jacket, that could be worn for a bit of shopping and motoring, then morning play on the links, luncheon and more golf and dinner at the club with friend husband in the evening. One customer gave us the idea of a jumper frock, which could be freshened at

will by a change of blouse. A gossamer, silk-knit blouse was fashioned to accompany it, and also a short jacket to match.

That number won instant approval. Women told us they donned the jumper-jacket frock, packed along two or three fresh blouses and a single evening gown, and traveled clothes-free the length or breadth of the country. We told the dealers about this new demand of women for a "universal" ensemble.

There is no limit about the number of models we will bring out in a season—we manufacture what the consumer style whimsies dictate. When a model "dies," we give it a proper burial long before the dealer tells us about it by ceasing to order. Naturally this results in a marked cut in production costs, and we do not have to make sacrifice sales to get slow merchandise out of our stockroom.

It is interesting how our trade-tested merchandise reacts on the Alaskan trade that constitutes 20 per cent of our sales volume. Probably the women wouldn't like it, but true it is that the squaws in the little trading post villages want sportswear of the same style accent as that worn by the tourists. Recently, we shipped fifteen dozen golf hose to Ft. Yukon, that golf courseless place sixty miles south of the Arctic Circle, because the women liked them on the knickered tourists.

Because our design-laboratory was to be out in front, we took great care that it held the right attracting atmosphere. It couldn't be country clubby, or futuristic, or formal, because we not only wanted the ideas of the débutante, but the substantial middle-class woman of fifty-odd, who purchases a sweater to keep her comfortable. We ultimately decided on an architectural and appointed blend that would attract the ultra-smart consumer and yet not repel Mrs. Average Citizen. Our laboratory is what might be called South American Colonial, or an adaptation of the Portuguese.

Our design laboratory program might seem to be taking issue with the French *couturiers* who are con-

K N O W N M E R I T**LOUIS JOSEPH VANCE*****Fiction***

tinually credited with casting their personalities into new creations. Well, perhaps, we are. I do know that even the greatest "personality" cannot change utterly with each season, while we have the fresh viewpoints of thousands of "designers" constantly working for us.

As a consumer, I am "testing" merchandise every day. The designer brings out something new; the manufacturer decides to try it out. So does the dealer or merchant. I buy it, but find it doesn't quite measure up to the purpose. The manufacturer discovers this in time, and brings out the product with the necessary improvements, or another product entirely. Wouldn't it be better if the manufacturer conducted a laboratory experiment before he released a new design or new product?

I do not say that our merchandising policy would apply as a cure for all the slow merchandise shelved away in this country, but I can say that it works that way in our own business of making knit sportswear.

"Success" to Become "New Age Illustrated"

Success, New York, starting with the November issue, will change its name to *New Age Illustrated*.

There will be a change in editorial policy, also, which is described in a foreword to appear in the November issue. In part, the publisher states: "Success in living is the greatest single problem of this age. We must solve it or acknowledge defeat. This magazine, as its title and editorial policy indicate, will devote itself to the task of helping you to find how others are meeting this challenge."

P. A. Broderick with H. W. Kastor Agency

P. A. Broderick has joined the New York office of the H. W. Kastor & Sons Advertising Company, Inc., as director of the department of space and media. He was recently with Hanff-Metzger, Inc., New York.

Bass-Heuter Paint Account to Honig-Cooper Agency

The Bass-Heuter Paint Company, Inc., San Francisco manufacturer of paints and varnishes, has placed its advertising account with the San Francisco office of the Honig-Cooper Company, Inc., advertising agency.

An Advertiser's Criticism of a Solicitation

NORTH WESTERN EXPANDED METAL Co.
CHICAGO, SEPT. 16, 1927.

Editor of Printers' Ink:

It seems timely to bring into the lime-light a new form of advertising "banditry" which has developed within the last few months and which not only spells grief for manufacturers, but tends to throw a certain amount of discredit upon newspaper advertising methods.

This usually takes the form of a night letter or telegram along the following lines:

"Want include your products in advertisement to be published by us in Your part our co-operative advertising, only \$.. We can prepare copy here. Now closing this proposition up, therefore please immediately telegraph answer regarding this co-operation from you to our trade and selves."

Though the signature is that of one of the manufacturer's accredited dealers, yet in each of the cases we have investigated, we have found that the scheme has originated with the paper rather than with the dealer, the newspaper man not only writing but defraying the cost of the telegram.

The contributions requested seldom exceed fifty or one hundred dollars, yet since the "advertising" is usually but a card, the expenditure is out of all proportion to its value. Moreover, so much stress is laid on the manufacturer's expected "co-operation" that the dealer, lukewarm though he may have been toward the idea in the beginning, actually feels disappointed if the asked-for donation is not forthcoming.

Despite the fact that this company enjoys more than usually friendly relations with its distributors, our refusal to comply with these requests has, in certain instances, created a strained situation which it has required considerable diplomacy and effort to straighten out. Since the lot of the manufacturer, in the building material line, at least, is at no time one of unalloyed bliss, we are not disposed to look at all favorably on anything which still further complicates our problem, and therefore, are making a mental "black list" of all papers we find indulging in this practice.

NORTH WESTERN EXPANDED METAL Co.
E. DRAGE BROWNE,
Advertising Manager.

H. O. Nadler Joins Casein Company

The Casein Company of America, New York, has appointed H. O. Nadler to direct its advertising and sales development activities. For the last five years he has been with The Barrett Company, New York, in charge of advertising. The Casein company embraces The Casein Manufacturing Company, the Dry Milk Company, the National Milk Sugar Company, the Rosemary Creamery Company and the Erinoid Company of America.

ALABAMA

Covered by

The Birmingham News

A Market and Coverage condition, of keen interest to National Advertisers, is graphically illustrated above.

You owe it to the interests of your business to write today for a copy of "The Survey," a thorough analysis of the newspaper situation in Birmingham, with much valuable information concerning the wealth and size of the City, Suburban and State-wide markets. This authentic compilation is yours for the asking.

The Birmingham News

The South's Greatest Newspaper

MORNING

EVENING

SUNDAY

NATIONAL REPRESENTATIVES

KELLY-SMITH CO., New York, Chicago, Boston, Philadelphia

J. C. HARRIS, Jr. Atlanta

**427
ADVERTISERS
*are assured***

rs 350,000 d EXCESS CIRCULATION

RIGHT NOW the circulation of Collier's insures an excess of 350,000 copies an issue to all advertisers using space this fall and to the 427 advertisers who have already ordered space for 1928.

This excess circulation is due to Collier's rapid increase in newsstand sales — now more than 500,000 a week. The total net paid is now more than 1,450,000 copies.

Rarely does a magazine go ahead so rapidly that advertisers can get, as a bonus, an amount of circulation greater than the total circulation of many first-class publications. We urge the purchase of Collier's now.

THE CROWELL PUBLISHING COMPANY

Collier's

Let's talk facts ...instead of figures!

The largest
afternoon
newspaper
in the
Pacific
Northwest!

Portland, metropolis of Oregon, is the jobbing center of the Pacific Northwest—the distributing point of the Columbia River Basin.

To sell Oregon—and the territory adjacent to it—sell Portland! And to sell Portland, use the JOURNAL, because it reaches three out of four homes in the city, and has the largest daily local circulation.

In no other section of the country does such an advantageous condition exist for a try-out market.

The JOURNAL *Portland-Oregon*

Benjamin & Kentnor Company, Special Representatives

Chicago—Lake State Bank Bldg. Los Angeles—401 Van Nuys Bldg.
New York—2 West 45th St. San Francisco—58 Sutter St.
Philadelphia—1524 Chestnut St.

It's "Universal Safety" Now—Not "Safety First"

PITTSBURGH-DES MOINES STEEL COMPANY
PITTSBURGH, PA.

Editor of PRINTERS' INK:

Can you tell me by what person and when the slogan "Safety First" was originated and by what organization it was first backed in a nation-wide campaign?

PITTSBURGH-DES MOINES STEEL COMPANY,
A. B. PHELPS,
Advertising Manager.

WHOMO originated the slogan "Safety First" and who used it first in spreading the idea of accident prevention work are facts which seem to be obscured by almost impenetrable mists. Certainly the National Safety Council, of which H. E. Niesz of the Commonwealth Edison Company, Chicago is president, has done more than any other single agency in giving the slogan currency and promoting organized safety work. But the National Safety Council did not originate the slogan. Nor is "Safety First" used by the Council now.

"The origin of the slogan 'Safety First' has been traced to a sign used above the gate of an Illinois steel company some eighteen or twenty years ago," one of the officers of the National Safety Council says. "This sign read 'Safety is the first consideration in this plant.' The company also used this slogan on all of its correspondence. Before long the company's employees fell into the habit of referring to the 'Safety First' idea."

It was in 1912, at Milwaukee, that the first safety congress was held. A year later, at New York, a formal organization meeting was held and as a result the National Council of Industrial Safety came into existence. Its first president was Robert W. Campbell, of the Illinois Steel Company, a son-in-law of the late Judge E. H. Gary, himself a leader in the early days of the safety movement. The first secretary, William H. Cameron, is now managing director of the

National Safety Council which maintains headquarters at Chicago.

Working on the premise that practically all accidents, regardless of where they occur, can be prevented, the Council undertook to advertise and sell "Safety First" to the general public and to children in addition to men in industry. In this endeavor, millions of pieces of printed matter ranging from large posters down to pay envelope stuffers are now used each year. Three monthly magazines are published. Some sixty affiliated community safety councils have sprung up throughout the United States.

"A few years ago we began to question the value of the slogan 'Safety First' which we featured for so long," A. A. Mowbray of National Council headquarters told PRINTERS' INK recently. "After all, safety should not always come first. It does not come first with many people. Patriotism comes before safety. So do matters of religious faith. On our letterheads and other printed materials we now use the words 'Universal Safety' where we formerly urged 'Safety First.' Not long ago, we conducted a slogan contest in which 'Play Safe' was selected as the winner. At the present time, the railroads use 'Safety First' more extensively than any other industrial group. In a pamphlet called 'Safety Slogans' we list hundreds of aphorisms, jingles, slogans and safety commandments. This pamphlet is available to anyone interested."—[Ed. PRINTERS' INK.]

H. B. Smith Company Appoints J. C. Norris

J. C. Norris has been appointed sales manager of the Philadelphia office of the H. B. Smith Company, manufacturer of cast iron boilers and radiators. He succeeds H. D. Kellogg, who will continue to act in an advisory capacity.

W. T. McWhinney Joins Lockwood-Shackelford Agency

W. T. McWhinney has joined the Lockwood-Shackelford Company, San Francisco advertising agency, as an account executive. He was formerly with the Los Angeles, Calif., *Examiner* and the Portland, Oreg., *Telegram*.

Can Controlled Distribution Eliminate Price Cutting?

Pacific Mills Work Out a New Plan of Sales Organization

By Roy Dickinson

THE Pacific Mills, of Lawrence, Mass., offer a good example of a leading factor in a great industry which does not take its mere size as an excuse to continue doing things in the same way. This company, employing an average of 10,000 people and using the cotton crop of more than 600,000 acres, decided some time ago to make the average consumer more familiar with its products and its service. However, it had no real control over the distribution of a number of the items it manufactured, nor did it know exactly where and how all of them were bought and sold.

Let us take a look at one angle of this company's business and consider a problem which faces many industries. In Lyman, South Carolina, some four years ago, the company built a sheeting mill. In it, two complete lines of sheets and sheetings were manufactured, one branded with the name "Pacific," and the other given the brand name "Truth." First, these sheetings were sold under the brand names of wholesale jobbers. Later, the company offered the same lines under other names and tickets. In a given territory, one jobber could sell retailers the one line under several different names, thus attempting to avoid retail price cutting such as usually occurs when a line competes with itself among many wholesalers and retailers. The company also sold direct to some of the largest department stores and distributed a large volume to store syndicates under the name or ticket owned by the syndicate.

No advertising was used except a little co-operative work, in conjunction with retailers who were handling the two branded lines. The company had national distribution on these items but no advertising could be undertaken

because the lines were retailed under so many different names. Consequently, the company remained in the position of many manufacturers who produce unbranded or private-brand goods. It owned the business but could not control distribution.

Looking ahead, the management realized that continuing with this sort of distribution would lead only to price cutting. Its continuance, the company felt, would be merely temporizing. Striking at the fundamental conditions seemed necessary. When the decision to do this was reached, almost a year was spent in a close study of conditions in the industry and a complete market survey was made. This included discussion with other manufacturers and with wholesale dry goods jobbers and retailers in various parts of the country.

A NEW PLAN DEVELOPED

As a result of this market investigation, a totally new agency plan for the distribution of the company's sheets and sheetings was developed. First of all, the company decided that the jobber was the proper channel through which to distribute. The second decision made was that if the jobber was picked carefully and would fulfil the functions expected of him, all direct sales and sales to syndicates would be discontinued. This decision meant a large temporary loss of business.

The trade survey also showed the company that many nationally known and distributed products were used as leaders by both jobbers and retailers. Local prices had become established and the products were doomed to the fate of other cut-price articles used as leaders to get the buyer interested. The company saw that if it was to deal through jobbers there would have to be a guaranteed fair profit

Headquarters for Electrical Information



telephone rings—

a man calls—

a letter arrives—

at Electrical World's offices in the McGraw-Hill Building in New York City.

Some individual or company needs information, help, market data. Thousands of calls on hundreds of subjects are directed to Electrical World each year from every branch of the electrical industry.

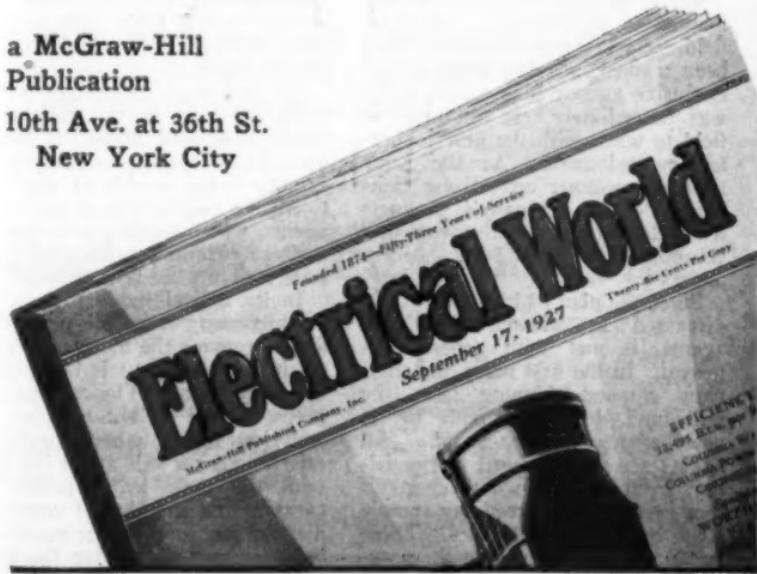
Electrical World is recognized as the leading authority in its field. Its surveys and statistics are accepted and used by every worth while electrical organization. Its statistical numbers are eagerly awaited and constantly used.

Here, again, is tangible evidence of a leadership which benefits everyone in the industry.

Bring your electrical marketing and advertising problems to Electrical World—"Headquarters for Electrical Information."

a McGraw-Hill
Publication

10th Ave. at 36th St.
New York City



for both the jobber and the retailer. The survey also showed that it was going to be difficult, in many cases, to get the trade to take a profit, so accustomed had the market become to the former method. If a fair profit were to be guaranteed it was evident that the two branded sheetings should not be allowed to compete with each other, which would have been the case if all jobbers had them to offer to all retailers. Controlled distribution, used with success in several other lines of manufacture, seemed to be the logical answer.

The first step was, naturally, the selection of a representative number of jobbers so located as to give national coverage. Geographical position made them at least non-competitive to some extent. Thirty-one such jobbers were selected and agreed with the company's representative that a new method of distribution would be advisable. They accepted the exclusive agency plan and thus became the sole agents through whom "Pacific" and "Truth" sheets would be distributed. This new move took place in January of this year. On the following day, the distribution of the trade-marked sheetings through all other channels was stopped.

While getting ready for the new method of distribution, a force of field service representatives had been trained in every detail of the exclusive agency plan. This force was immediately sent out into the field to work with the new jobber-agency salesmen. At the same time, a consumer advertising campaign on the company's products was released and a full advertising schedule was carried in business papers.

Since the plan had been carefully discussed in advance with the agents, it met with general approval. In the first place, the company stopped shipping f.o.b. the mill, and delivered goods to its new agents freight paid. All agents are now allowed to requisition from the mill whatever goods they require to keep an ample stock on hand at all times. These goods are not charged to them until the agents have removed them

from the warehouse into open stock, which presumably they do not do until they have sold them to the retailer. This plan allows each agent properly to fulfil his function as a wholesaler, by having always on hand an adequate stock to meet the controlled or hand-to-mouth buying practiced by retailers. The agent is able to keep up this stock with a small capital investment.

THE FIELD INVENTORY

An important feature of this new plan from the mills' point of view is that it turned at least part of the plant inventory into a field inventory. While the idea of getting an inventory out in the field is not a new one, Pacific Mills are actually carrying it out and are working definitely toward the idea of a minimum field inventory for each agent. This, added to a stock sufficient to keep an inventory in transit, will permit an adjustable and small inventory at the plant and will enable an even and regulated production schedule to be worked out for all kinds and sizes of the company's product. This plan of a minimum field inventory for agents, which cuts down the inventory at the plant, and which is now being studied so closely by manufacturers in the radio field and in several other industries, is being worked out carefully by the Pacific Mills.

An important advantage, as the company sees it, in addition to those mentioned above, is that it should nullify the possibility of the factory being unable at any time to fill the requisitions of any of its agents, which might cause the mill to fall down on its guarantee to retailers of no "back ordering."

In its logical move to take the product away from the price class and to remove the motive for price cutting, every agent is being given the same terms. The company, by prepaying the freight, permits each agent, no matter where located, to offer goods for sale at the list price with the same gross profit. In carrying out the idea of controlled distribution further, the agents are being requested to offer the goods to but one retailer in each com-

The Three Hundred at Thermopylae

On one side of the narrow pass—three hundred Lacedaemonians! On the other, un-numbered hordes from Persia!

Which group will be most effective?

There is only one answer, if you view the problem quantitatively: of course, the Persians will sweep them aside!

But historically their numerical superiority availed them nothing.

There is something deeper than mere numbers—there is **character**—there is **quality**.

And in armies and newspaper circulations, you disregard **character** and **quality** only to your own peril.

Boston Evening Transcript

Highest ratio of BUYERS to readers

National Advertising Representatives

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

Oct. 6, 1927

Why hasn't dominated the for



The Oregonian

PORLAND, OREGON

Represented Nationally by
VERREE & CONKLIN, INC.

NEW YORK, 285 Madison Ave.
CHICAGO, Steger Building

DETROIT, Free Press Building
SAN FRANCISCO, Monadnock Bldg.

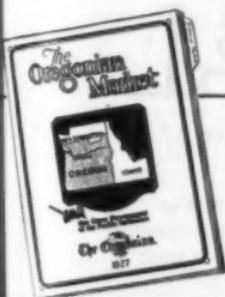
The Great Newspaper one

as THE OREGONIAN in Oregon Market for 6 years?

..... here's the best
way to find out!

"THE OREGONIAN MARKET" has just been published. It gives you a wealth of information regarding the Pacific Northwest, the fifth richest market in America per capita. It gives you vital facts concerning the merchandising possibilities for your products in this rich area. It shows you why The Oregonian is so outstanding in this territory—in influence—in advertising—in circulation!

Your copy of "The Oregonian Market" is ready. Mail the coupon below today.



THE OREGONIAN
Portland, Oregon

Please send my copy of "The Oregonian Market" immediately.

Name.....

Address.....

Company.....

in the Pacific Northwest

Advertising Influence



Folks in the smaller towns have the same reasons for buying advertised brands as the folks in the large cities. They are influenced by advertising through the same mental processes.

You can support your smaller town dealers by advertising to 700,000 smaller town American families through their favorite publication.

The ~~HOUSEHOLD~~ JOURNAL

IRA E. SEYMOUR, *Advertising Manager*
BATAVIA, ILLINOIS

Chicago Office
Rhodes & Leisenring, *Managers*
Bell Building, 307 Michigan Blvd.
Central 0937

New York Office
A. H. Greener, *Manager*
116 West 39th Street
Room 823

CHARTER MEMBER OF AMERICAN HOME MAGAZINE PUBLISHERS

munity so that there will be no incentive on the part of retailers to cut prices.

In the agency contract, the discounts which all agents are to offer to retailers are carefully listed and written in. These discounts and the various quantity purchases which earn them, are the same for every agent and for each retailer. By laying down the goods to every agent and to every retailer at the same price and by following a policy of exclusive retail distribution, the motive for price cutting on the two trade-marked sheets has been eliminated. With the motive for price cutting eliminated and with discounts and prices established, profits can be guaranteed each agent and retailer handling the line.

THE REAL TEST

The real test came when the plan was presented to retailers. The company says that they, too, welcomed it, for it had been planned with their needs as well as the jobbers' in mind. Naturally, a retailer did not object to having the exclusive franchise to sell two advertised and trade-marked sheetings in his own community. For years many of them had their own private brands, but few of them were in a position to build a volume of business on these. They were made to see that by handling exclusively a nationally known and distributed brand they could increase volume.

The field service representatives sent out by the factory called upon retailers to explain to the clerks the sales points of "Pacific" and "Truth" sheets and to arrange to help them with window displays, leaflets, counter cards and local co-operative newspaper advertising. Every retailer was able to indulge in his preference for hand-to-mouth buying for the agent always had an ample service stock on hand. As a company representative says:

"This meant that the retailer could operate with smaller stocks, reduce his inventory and increase his turnover. This, in itself, meant profits. And by having no local competition in selling to his cus-

tomers, the retailer found he could sell the sheets for what they were worth, instead of being forced by competition down to a profitless and senseless price level."

Under the new plan retailers are permitted to place with the exclusive agent blanket orders covering their requirements for a three-month period in advance. The company, through its exclusive agent, guarantees to maintain for the retailer the price at which his blanket order is taken for all undelivered portions of that order, should there be any price change during the three-month period. If a retailer, under this plan, orders three cases to be taken in whatever quantities he may require during the period, and the price advances after he has taken half of the order, he receives the other half at the old low price. This condition occurred a short time ago and the company is at the present time protecting hundreds of retailers at the old low price for all undelivered portions of their contracts with the exclusive agents.

If the price falls during the life of a contract, the undelivered portion of it is billed the retailer, when he takes delivery, at the new low price. In this way, the company has attempted to take the risk and necessity of gambling in market changes from the retailer's shoulders.

Many articles have been written recently on the subject of producer and jobber co-operation. As a company representative points out, Pacific Mills has attempted in all cases to make its plan conform with the viewpoint of jobbers who will work with the company. This man says:

"In the September 1 issue of PRINTERS' INK an article appeared entitled 'Why Producer and Jobber Should Get Together' written and signed by a Western Dry Goods Jobber. In a previous issue of PRINTERS' INK another article appeared on the same subject signed by a Southwestern Dry Goods Jobber. Both of these articles, and many others like them, point out that while there should be a perfect co-operation between jobber and producer, many producers are

adopting policies with regard to the distribution of their goods which are forcing jobbers into an antagonistic attitude.

"Out of this feeling has doubtless come some of the development of chain-store systems, and of syndicate and direct buying. It is interesting to note that in our plan of distribution we have paralleled the terms for co-operation set down by these jobber authors. The Western Dry Goods Jobber, for instance, writes that he is selling a generally advertised commodity at a gross profit of 7 per cent. He further remarks that the aggregate loss on this line is disturbing. 'Under the present condition of things,' says this jobber, 'the retailer needs the jobber as never before and if the jobber is going to fulfil his functions as such, he is forced to have the merchandise that his customers want to buy from him. It is incongruous therefore, that the manufacturer, likewise needing the jobber, takes advantage of this condition to force the jobber to handle commodities at less than no profit.'

"Pacific Mills, as earlier pointed out, have arranged their distribution plan so that the jobber takes a profit, even though he might be willing to forego it.

"The Southwestern Dry Goods Jobber writes: 'Price cutting is also a factor in the situation. The trouble here is that the producer is unable to control his retail price in distribution, bringing about a condition in which his name and reputation are misused.'

"This condition was checked by Pacific Mills in their market survey, and considered in their plan. It is interesting to note that since the inception of the agency plan not a single instance of price cutting has been reported by any of the agents. Careful geographical and personal selection of agents, a policy of selective retail distribution, and the aim always to administer the plan of distribution so that agents and retailers will honestly profit, has apparently eliminated the motive for price cutting."

Thus one important factor in a large industry has tried to meet certain fundamental distribution conditions by getting its facts first through a market survey, and then by going ahead whole-heartedly on the new plan. Whether this plan will completely succeed or not would seem to depend upon whether the jobber who has been given an exclusive franchise will work satisfactorily with the tools he has himself helped to design. The same plan of controlled distribution is being tried out in other industries, notably in the jewelry, food, and the camera fields. Its progress is being watched with interest by manufacturers in a wide variety of industries who are not entirely satisfied with their present methods of distribution.

Bloomington "Pantagraph" Buys "Bulletin"

The Bloomington, Ill., *Pantagraph*, published mornings, has purchased the *Bloomington Bulletin*, an evening paper. One consolidated newspaper will be published evenings, except Saturday and Sunday, when morning editions will be issued. The name of the *Pantagraph* will be used, although the name of the *Bulletin* will be also printed in half size heading.

The Daily *Pantagraph*, Inc., will continue as publisher with the following officers: President and general manager, Davis Merwin; vice-president, Adlai E. Stevenson; secretary-treasurer and business manager, C. C. Marquis. J. M. Murray continues as advertising manager.

J. E. Bloom to Join Biow Agency

Joseph E. Bloom has resigned as manager of the plan and research department of *The American Weekly*, New York, effective October 10, to become general manager of The Biow Company, Inc., New York advertising agency.

Holcomb & Hoke Account to Richardson-Briggs Agency

The Holcomb & Hoke Manufacturing Company, Indianapolis, Butter-Kist electric popcorn and peanut machines, etc., has placed its advertising account with the Richardson-Briggs Company, Cleveland advertising agency.

The Elyria Iron & Steel Company, Cleveland, has changed its name to Steel & Tubes Incorporated, to better indicate the company's present line of products.

Government Publications of Interest to Advertisers

*Washington Bureau
of PRINTERS' INK*

LARGELY a discussion of mediums and economic factors, "Advertising Automotive Products in Latin America" (Trade Information Bulletin No. 510) is undoubtedly a report that will interest a great many advertisers in other lines. In the case of each of the countries, the industries and products responsible for purchasing power are given, and the most important and effective advertising generally used is discussed. Interesting figures on population, bus service, highway construction and the like are also set forth, and the last few of the thirty-nine pages of the report are devoted to lists of advertising mediums which give not only the names of the publications, but the periods of publication, estimated circulations, page sizes, and reader influence.

* * *

The foreword of "Electrical Development and Guide to Marketing of Electrical Equipment in Brazil" emphasizes that the country is an important market for products of the kind and has large possibilities. "The factor of greatest importance in the future demand for electrical goods," according to the report, "is the presence of a good supply of water power, most of it within easy reach of those industrial and business centers where electric power is required." In regard to advertising, this report states that considerably more is being done than formerly. It mentions several mediums published in Rio de Janeiro, and adds that general advertising agents there are now functioning. This is Trade Information Bulletin No. 496.

* * *

Next to Canada, Japan is easily the leading market for American electrical apparatus, according to "Electrical Development and Guide to Marketing of Electrical Equipment in Japan" (Trade Information Bulletin No. 505). In 1923, a volume of \$8,288,686 worth of

electrical goods was shipped to Japan and Chosen, and two years later the total amount had increased to \$14,127,339. The report gives the usual economic information, and devotes several pages to the selling factors that are peculiar to the country.

* * *

Because the movies have had much to do with popularizing American products of many kinds all over the world, it is expected that there will be a large demand for "Market for Motion Pictures in Central Europe, Italy and Spain" (Trade Information Bulletin No. 499). Besides the customary statistical figures regarding the industry, the report gives a wealth of information on distribution of films, motion-picture theaters, fire laws and import restrictions, taxes and censorship.

* * *

Apparently, many of the facts set forth in "The British Market for Hand Tools" (Trade Information Bulletin No. 498) apply to other branches of the hardware industry. Besides giving the customary data, the report enters into an interesting discussion on the reasons why American-made products have secured such a strong foothold in the British market. It adds that the British manufacturer is advertising and incorporating American designs and patterns, and doing everything else possible to regain and hold the tool market.

* * *

Advertising is the key to successful distribution in Great Britain of many well-known brands of underwear, according to "The British Underwear Market" (Trade Information Bulletin No. 500). While the major part of the information set forth by the report is concerned directly with the underwear trade, there is a considerable amount of data that apply generally to other articles of clothing. The characteristics of the market and the peculiarities that govern buying are discussed, and, of course, apply to the merchandising of a great many products. Also, the American exporter is cautioned to protect his goods against the price-cutter. "To do this it is

sometimes necessary to drop a customer who is cutting prices. Price-cutting may very quickly make a line so undesirable and unprofitable that the better houses will not handle it at all."

* * *

"Trading under the Laws of Cuba" (Trade Information Bulletin No. 343, revised) is of considerable importance because the tax system of Cuba has been changed since the publication of the original bulletin in 1925. The report covers all of the legal phases of merchandising in Cuba, and discusses in detail such subjects as advertising and use of letterheads, remuneration of representatives, consigned goods, domestication of American corporations, organization of Cuban companies, negotiable instruments, powers of attorney, and apparently everything else of a legal nature regarding Cuba that it is necessary for an exporter to that country to know.

* * *

According to "Foreign Trade of the United States in the Fiscal Year 1926-27" (Trade Information Bulletin No. 507), after making allowances for changes in price levels, it appears that both exports and imports reached a decidedly greater physical volume during the last fiscal year than in any previous year on record. The report is the fifth of a series of annual bulletins summarizing in compact form the trade of the United States by fiscal years. Since all major commodities are treated, the report is of general interest to exporters. Previous issues are Trade Information Bulletins Nos. 157, 276, 364, and 432.

All Trade Information Bulletins are sold at 10 cents per copy, and may be secured from the branch offices of the Bureau of Foreign and Domestic Commerce, or from the Superintendent of Documents, Government Printing Office, Washington, D. C.

Associated Artists of Cleveland Organized

Associated Artists of Cleveland is the name of a new advertising art service organized at that city by Edward R. Walter, Adrian J. Lustig, C. Vaughn and Herman F. Buehler.

Boast Auto Speed in Advertisements Lose Licenses

An advertisement appearing in a Syracuse newspaper recently asserted that J. F. O'Connor, automobile dealer of that city, had made a test run of "America's fastest car" through Syracuse at a speed of eighty miles an hour. Motor Bureau officials, reading the advertisement, deprived O'Connor of his license on the ground that he had operated an automobile at an excessive rate of speed, endangering human life.

An Albany automobile salesman was similarly disciplined recently after he had informed the public that he had driven from Buffalo to Albany at an average speed of 56.24 miles an hour.

"Automobile manufacturers and dealers ought not to encourage tests on the public highways," stated John P. Hennessey, deputy commissioner of motor vehicles, Albany, in commenting on the O'Connor incident.

Postum Subsidiaries Appoint Toronto Agency

The Baker Advertising Agency, Ltd., Toronto, Ont., has been appointed to direct the Canadian advertising of Walter Baker & Company of Canada, Ltd., manufacturer of chocolate and cocoa, and of Franklin Baker, Ltd., manufacturers of cocoanut products, effective January 1. Both of these companies, which are subsidiaries of the Postum Cereal Company, Inc., have plants at Montreal.

W. A. Jensen with Charles C. Green Agency

W. A. Jensen, formerly space buyer of Evans, Kip & Hackett, Inc., New York, has joined the Charles C. Green Advertising Agency, Inc., also of New York. He had previously been with the Wendell P. Colton Company, New York.

V. Collins with Chicago Engraver

V. Collins, formerly with the advertising division of the Illinois Merchants Trust Company, Chicago, has joined the general sales staff of the Pontiac Engraving & Electrotyping Company of that city.

P. J. McDermott with Advance Art Service

P. J. McDermott has joined the Advance Art Service, N. Y., as contact man. He was formerly with the H. E. Lesan Advertising Agency, Inc., New York.

Oakland "Tribune" Advances

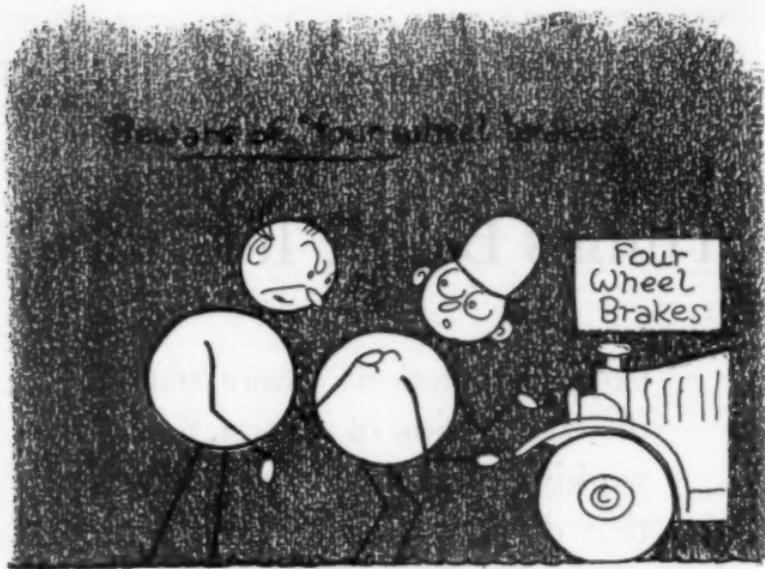
D. G. Montell

Douglas G. Montell, of the advertising staff, has been made San Francisco manager of the Oakland, Calif., Tribune.

A Copy Staff That Thinks Before It Writes

Copy "inspiration" cannot stand the competition of earnest, hard-working, analytical copy talent that digs and thinks before it writes. The McJunkin copy staff, working in the light of wide, diversified and matured experience, attains for McJunkin clients definite goals within definite periods and is daily adding to a record notable for long retention of accounts.

McJUNKIN ADVERTISING COMPANY
DOMINANT IDEA ADVERTISING
228 NORTH LA SALLE STREET AT WACKER DRIVE
CHICAGO



4-Wheel vs. 2-Wheel Brakes

When four-wheel brakes came out only one or two cars had them.

Salesmen for some other cars intimated that four-wheel brakes were unnecessary—dangerous—an untried experiment.

Today, four-wheel brakes are no longer a novelty. You would hardly think of buying a car without them.



Seven years ago, we gave the hardware field the first magazine with *complete coverage*.

Naturally this created a lot of conversation, some of it similar to the talk about four-wheel *vs.* two-wheel brakes.

And the talk still continues—for, while it was comparatively simple for a manufacturer to equip his car with four-wheel brakes, it is quite another proposition for a magazine to get complete coverage and do it successfully.

GOOD HARDWARE alone has been able to do that in the hardware field. Other publications have their strong points. But only GOOD HARDWARE reaches every hardware dealer and every hardware jobber in the United States—only GOOD HARDWARE can give an advertiser *thorough* coverage of the hardware field.

TRADE DIVISION
THE BUTTERICK PUBLISHING COMPANY
19 Madison Avenue, New York City





There's Considerable Argument in Louisville—

—as to whether Business is following the people that are moving in so rapidly, or the people are following the New Industries that are coming to Louisville almost daily.

NEVERTHELESS—

it is a fact that Louisville is growing by more than 10,000 a year and it is also true that new Industries are opening up here in amazing numbers—121 since January 1st, 1927.

There is no argument among National or Local Advertisers as to how this prosperous, growing Market must be reached. The Courier-Journal and Times, in their 101st year, offer one of the most Complete Market Coverages purchasable in America.



The Courier-Journal THE LOUISVILLE TIMES

Member of the 100,000 Group
of American Cities

REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AGENCY

Wanted: Some Speedy Action on Speed Advertising

The Automotive Industry Appears to Be Taking Recognition of the Bad Effects of Featuring Speed in Advertising Copy

BETTER TRAFFIC COMMITTEE
PITTSBURGH, SEPT. 29, 1927

Editor of PRINTERS' INK:

The Pittsburgh Better Traffic committee has sent an appeal to all the leading manufacturers of automobiles asking them to co-operate in halting the present practice of emphasizing high speed in auto advertising. The committee has taken this step because it believes that such advertising tends to instill into the minds of the drivers of the country a craze for speed, with resultant effect upon the mounting traffic accident and death toll throughout the country.

The committee believes you will be interested in some of the reactions of the manufacturers as indicated in their replies to the committee's letter.

Word has been received from Roy D. Chapin, president of the National Automobile Chamber of Commerce, that the subject will be brought before the directors of that organization.

"Our industry is committed to every sound policy which will increase safety upon the highway, and we are glad to have suggestions such as yours," Mr. Chapin's letter says.

A. Brown Patterson, director of advertising of the Buick Motor Company, condemning advertising which tends to encourage infraction of speed laws, declares his belief that "if other motor car manufacturers will adopt the same policy with their advertising, a very wholesome influence would be exerted."

Co-operation also is promised by Herbert H. Springford, vice-president of Dodge Brothers, Inc. Declaring that his company is heartily in sympathy with the committee's protest, Mr. Springford says his company "always is open to consider the adoption of a united and general policy which will work toward the reduction of the number of automobile accidents."

Interest of the Chrysler Sales Corporation in the movement is evidenced in a letter received from W. J. Mattimore, director of advertising, in which he says: "We are, of course, entirely in sympathy with your campaign . . . we will be glad to keep your suggestion in mind."

The Nash Motors Company, through E. J. Travers, advertising manager, advises the committee that it is heartily in accord with strict regulation of traffic and "thoroughly agrees that too much speed in the congested districts is a contributing factor in many of the accidents which result fatally."

John N. Willys, president of the Willys-Overland Company, points out the benefits of advertising braking power and other safety features rather than high speed and suggests consideration of the elimination of high speed advertising by the directors of the Na-

tional Automobile Chamber of Commerce.

Paul C. Hoffman, vice-president of the Studebaker Corporation of America, has called the committee's protest to the attention of the company's advertising manager and asked him to bring about a discussion of the subject at the next meeting of the advertising group of the Automobile Chamber of Commerce.

Support also has been pledged by the Keystone Automobile Club of New Jersey, the Delaware Automobile Association, Cleveland Automobile Club, Detroit Automobile Club, Pittsburgh Motor Club, Automobile Club of Southern California, Automobile Club of Pittsburgh and the Louisville Automobile Club.

The only opposition to the movement encountered thus far has come from the American Automobile Association and the Stutz Motor Car Company. I believe you already are familiar with the attitude of Mr. Moskovics, president of Stutz.

The committee will appreciate any suggestions you may have on the subject.

BETTER TRAFFIC COMMITTEE,
RALPH WINSLOW.

SPEED as a copy angle in automobile advertising is not a recent development. However, there is little doubt that at no time in automotive history has speed received such thorough attention in advertising as it is receiving at the present time.

From time to time, PRINTERS' INK has commented on this situation. The problem was brought to a head in an article by Clarence Wagener that appeared in our September 1 issue. This article was entitled: "Danger Ahead—Slow Down Automobile Advertisers." As the title indicates, the article pointed out that speed advertising is rapidly reaching a point where it appears to be likely to react seriously to the detriment of the automotive industry.

The article stimulated a great deal of discussion in automotive circles. Letters commenting on it were received from a number of automotive executives. For example, L. G. Peed, sales manager of Willys-Overland, Inc., wrote:

Oct. 6, 1927

Your article in the September 1 issue by Clarence Wagener, entitled "Danger Ahead—Slow Down Automobile Advertisers," is of much interest to me, because it touches upon a subject that has been uppermost in my mind for some time.

Any automobile on the American market today can run as fast as the average man should be allowed to drive. Excessive speeds entail added hazards, not only to the driver and occupants of the car, but also to other sane drivers and pedestrians who may be on the road or street.

While it is true that there may be a certain element that is interested primarily in speed, we have always held to the opinion that the average buyer concedes speed in almost any car in which he might be interested to be adequate, and we have always felt that the buyer is more interested in what it is going to cost him to operate his car than he is in how fast the speedometer will register. Therefore, we have always laid great stress upon "the motor that improves with use."

Another letter came from F. B. Sears, president of the Elcar Motor Company. He said:

I agree with you heartily as to the stand that you take and the various points you have brought out, in your article entitled "Danger Ahead—Slow Down Automobile Advertisers." (September 1 issue.)

We refrained from advertising speed because we had built more particularly on quality and individuality of our line coupled up with satisfactory performance. But, it seems that the general public today is grasping for the item that indicates speed.

Many buyers that would never think of speed ordinarily are today asking for it and demanding it, undoubtedly due to the cause that speed has been advertised so promiscuously during the last eighteen months or two years. There will be no question that this demand will continue as long as advertising is carried on along this line.

We are very glad to know that you have taken up the issue in behalf of the safety of the general public.

When Mr. Winslow, of the Better Traffic Committee of Pittsburgh, writes that we are acquainted with the attitude of F. E. Moskovics, president of the Stutz Motor Car Company, he very likely has in mind an article Mr. Moskovics sent us in reply to Mr. Wagener's story. The article by Mr. Moskovics appeared in the September 22 issue of PRINTERS' INK. It was entitled: "Mr. Moskovics of Stutz on the Advertising of Speed." In this article, Mr. Moskovics pointed out that speed copy, under certain circumstances,

and when used in connection with certain types of automobiles, is not a harmful or dangerous influence. However, we do not believe that Mr. Moskovics approves of speed advertising *per se*.

Five well-known men, attending the Annual Safety Congress of the National Safety Council at Chicago last week, while they coincided in the opinion that, on the whole, speed advertising is bad, agreed that one must recognize both sides of the question.

They indicated that neither Mr. Moskovics nor Mr. Wagener is entirely right. But put the two articles together, they say, and you have the complete story.

A PRINTERS' INK representative approached W. H. Cameron, managing director of the National Safety Council; C. A. Harnett, commissioner of motor vehicles, State of New York; Frank W. Matson, commissioner of railroads and warehouses, State of Minnesota; and Dr. Knight Dunlap, professor of psychology at Johns Hopkins University, for an opinion on these two articles, asking them this question:

"Are automobile manufacturers who emphasize the speed of the cars in their advertising thereby shouldering a part of the blame for the increasing number of automobile accidents? In other words, can advertising, in your opinion, induce a 'speed mania' and, if so, would you recognize such a 'speed mania' as a significant factor in the increase in the number of automobile accidents?"

It is the unanimous opinion of these safety experts that, while the speedy car is truly enough the safest car, at speeds within the limit, it is also true that human curiosity and daring will lead most drivers of high-power cars to test out the advertised speed. In other words, the driver of a car which is sold as a fast car wants to be sure it is a fast car.

On the other hand, they agree with Mr. Moskovics when he says that the driver of a car with a great performance range is in much less danger from the reckless driver than the person driving a low-



Columbus versus Ericson

THERE is pretty good evidence that one Leif Ericson, a Norse adventurer, discovered America about 927 years before Columbus landed at San Salvador.

But the sad part of it is that Ericson kept it all to himself, while Columbus told the world.

Your product may stand first in its line in merit, but if you don't tell, and tell—and re-tell the world, you may fall into Ericson's class.

If you come to us for your direct-mail advertising, we won't guarantee to make you a "Columbus" in your line, but you'll have a better claim on the honors than friend Ericson.

Isaac Goldmann Company
ESTABLISHED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST.
NEW YORK, N.Y.

TELEPHONE
WORTH 9430

Oct. 6, 1927

performance car. Latent speed, especially a good pick-up, is an aid to safety. Nevertheless, there is the other side to speed, they contend—the side expounded by Mr. Wagener when he says that the idea of speed as something to use rather often and not merely in cases of emergency is definitely built up by advertising which stresses speed. And, to these safety men, this second is the more important side.

"Of course no one can be sure how far speed advertising has actually increased, and is responsible for, accidents," said Dr. Dunlap. "Nevertheless, I think it is very bad taste on the part of the automotive men. Advertising that appeals to the all too human love of speed is in bad taste because it encourages the idea that speed is perhaps a matter of law enforcement, but not necessarily a matter of law observance."

Mr. Cameron sized it up this way:

"We have had this question of speed advertising up before. As a safety expert, I certainly cannot agree that speed advertising is harmless. Looking at accidents from the point of view of the car driver, speed is the third largest contributing cause of motor vehicle accidents. Accordingly, when you emphasize speed, even the so-called 'speed for safety,' you are handling a dangerous weapon."

Mr. Matson believes that stressing the idea of speed in advertising automobiles has a bad effect on the public.

"It is a hard thing to prove one way or another," he said. "Nevertheless, I can't help feeling that stressing speed in selling a car and in advertising is a form of selling that cannot but lead to speed on the highway, especially among young people."

The Better Traffic Committee of Pittsburgh asks for suggestions. It is our opinion that articles of the kind that PRINTERS' INK has published, together with efforts such as those instituted by the Pittsburgh traffic organization, will be thoroughly worth while if they succeed in inducing the automo-

tive industry as a whole to thrash this matter out. To advertise or not to advertise speed most certainly is not a question for one company to attempt to answer or a problem for one organization to endeavor to solve. It is a matter that calls for consideration by everybody concerned and that means the automobile manufacturers, civic organizations such as the Pittsburgh traffic committee, State and Federal authorities, etc. If the past record of the automotive industry is any indication of what may be expected in the future, it would appear safe to assume that speedy action will be taken on speed advertising.—[Ed. PRINTERS' INK.]

Baker Associated Companies, Ltd., Formed in Canada

The Baker Associated Companies, Ltd., was recently organized to act as sales representative for the products of Walter Baker & Company of Canada, Ltd., and of Franklin Baker, Ltd. The following officers have been elected: President, Franklin Baker, Jr.; vice-presidents, Donald S. McKenzie and Ralph Starr Butler; secretary, A. H. Torongo, and treasurer, L. A. Zahrn. These officers form the board of directors of the company.

Mr. McKenzie will be the resident director in charge of operations in Canada. The head offices of the Baker Associated Companies, Ltd., will be at Toronto.

Evans McCarty, Vice-President, National Lead Company

Evans McCarty has been appointed vice-president of the National Lead Company, New York, manufacturer of Dutch Boy white lead. He has been with the company for many years and has had charge of its foreign affairs.

W. H. Crost, manager of the Magnus Company, a subsidiary of the National company, has been made a director of the parent company.

New Accounts for Williams & Cunningham

The General Refrigeration Company, Beloit, Wis., manufacturer of automatic refrigerating machines and equipment; and The Price-Hollister Company, manufacturer of automotive equipment, and the Damascus Steel Products Corporation, maker of steel tools, both of Rockford, Ill., have appointed Williams & Cunningham, Inc., Chicago advertising agency, to direct their advertising accounts.

FIRM structures need sound foundations. Advertising should be bought as carefully as anything else which contributes to the success of your product and the standing of your firm. Manufacturers whose business records are of the proudest are almost unanimous in their choice of Good Housekeeping.



The
GEORGE BATTEN
CO., Inc.

has placed advertising for the following manufacturers in OCTOBER Good Housekeeping.

American Kitchen Products Co.
Armstrong Cork Co.
Colgate & Co.
Johnson & Johnson
(Baby Powder)
("Nupak")
H. L. Judd Co., Inc.
George E. Keith Co.
McCallum Hosiery Co.
Ponsell Floor Machine Co.
Postum Co. Inc.
("Minute Tapioca")
Prophylactic Brush Co.
Celotex Co.
Vollrath Co.

The accounts of the H. K. McCann Co. in October Good Housekeeping will be listed next week.

GOOD HOUSEKEEPING

CHICAGO

BOSTON

NEW YORK

SAN FRANCISCO

Oct. 6, 1927

ADVERTI

The Packer Mfg. Co., Inc.

The Packer Mfg. Co., Inc.

The Packer Mfg. Co., Inc.

Packer's Tar Soap
Packer's Liquid Shampoo
Packer's Charm

Seaboard National Bank

Walter M. Lowney Co.

Vacuum Oil Company

**Gargoyle Mobiloil
Gargoyle Lubricating Oil
for Plant Machinery
Gargoyle Marine Oils**

Lehigh Portland Cement Co.

Procter & Gamble

Crisco · Ivory Soap · Camay
Chipso · Ivory Soap Flakes
P&G—The White Naphtha

The
**BLACK
COMPANY**

Advertising MAGAZINE OUTDOOR

120 West 42nd St E W



ARTISERS

IN OUR WORK

Inc. *Howe Manufacturing Co.*

Sterling Silverware

the National City Co.
Investment Securities

Bank *The Stanley Works*
Tools—Hardware

National Gypsum Co.
National Mineral Wall Board

Pittsburgh Steel Co.
Wire Fence

Pittsburgh Steel Products Co.
Seamless Steel Tubing

National Steel Fabric Co.
Steeltex • National Reinforcing

the Spool Cotton Co.
J. & P. Coats' Threads
Clark's O. N. T. Threads

ACKMAN COMPANY

MAGAZINE • NEWSPAPER
OUTDOOR • STREET CAR

NEW YORK

The image shows three overlapping newspaper advertisements from Oct. 6, 1927:

- Top Ad:** "FRENCH FRYING HINTS". It features two circular illustrations of French fries. The text includes "A FRENCH FRIES RECIPE", "French Fries Instructions", and "French Fries Varieties". It also mentions "An Amazing Saving You Can Get By Using Our New French Fry Machine".
- Middle Ad:** "BY APPOINTMENT TO HIS MAJESTY". It features a portrait of a young child. The text includes "The Royal Baby", "The Queen Mother", and "The King". It also mentions "The Queen Mother's Baby".
- Bottom Ad:** "When you take off your hat — swan or duckling?". It features a portrait of a woman. The text includes "Our 2 PACKER Shampoo" and "BUTTERFLY OIL". It also mentions "The Packer Shampoo".



"How do you propose to get out this sales magazine which you suggest?" asked the sales manager.

"Well," replied the advertising manager, "I am thinking of talking it over with Evans-Winter-Hebb, of Detroit. I understand that they write and produce many different magazines, from *The Buick Bulletin*, with more than a half million circulation every month, to a little postal card about dynamite. They are already organized to do just what we want to do."

"Why don't you make an early appointment with them here?"

EVANS-WINTER-HEBB Inc. Detroit

820 Hancock Avenue West



The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving
Letterpress and Offset Printing • Binding • Mailing

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Organized Advertising May Solicit Advertising

Meeting Called to Hear Objections to Plan to Get Income of at Least \$50,000 a Year from Paid Advertising in Association Publications—Also Will Seek Funds from an Advertising Exposition.

AT the last convention of the International Advertising Association certain proposals for new and changed activities of the association were submitted in the "Detroit Plan," so called because the plan originated in Detroit. Under this plan it is proposed that the association engage in two fields of private enterprise. One proposal is that it issue a publication to its members for the support of which it would seek paid advertising. It is estimated that an annual income of \$50,000 from paid advertising will be necessary to support the publication. The other is that the cost of the annual convention be defrayed through the net profits received from an advertising exposition to be held during the time of the convention at the convention city. Hitherto local merchants, manufacturers and other business interests in the city in which the convention has taken place have underwritten the expenses. Their contributions have amounted in recent years to from \$50,000 to \$85,000.

On September 29, at a luncheon meeting in New York, the first of these two proposals was discussed for several hours. The meeting was attended by representatives of the International Advertising Association, by members of the Irregular Media Committee of the Associated Business Papers and by representatives of advertising journals. Francis H. Sisson, treasurer of the International association, presided, and in his introductory remarks explained that the headquarters office of the association was in need of a means of contact with members of individual clubs and that it looked with favor upon a plan calling for the re-establishment of a publication which paid

for itself through revenue received from advertising. The meeting, he then explained, was called to hear any objections that might be raised concerning the advisability of the association reverting to its policy of several years ago when it solicited advertising for its publication.

The purpose, the aims and editorial scope of the proposed publication were then explained by Joseph Meadon, of Detroit, who, as chairman of the association's Committee on Publication, had been empowered to act for the association in the matter of deciding upon a plan, subject only to the decision of the president of the association, C. K. Woodbridge. Such authority had been given Mr. Meadon by the Executive Committee of the association at a meeting recently held at Chicago. Mr. Meadon had two plans in mind. Both involved the solicitation of paid advertising. One called for a monthly publication. The other called for a monthly bulletin which would not carry paid advertising but which would be supplemented by a quarterly publication that would seek paid advertising. The estimated need of an annual income of \$50,000 from advertising was decided upon in connection with the latter of these two plans. No estimate was given of the amount of income necessary from advertising to carry out the first plan.

Both plans were objected to by members of the Irregular Media Committee of the Associated Business Papers and by representatives of the advertising journals. The objections were made on the basis that the solicitation of advertising by an association organ was unethical and that in this particular case such a move represented bad business strategy.

On the score of ethics it was repeatedly pointed out that if organized advertising itself published a magazine which solicited advertising, it then furnished an example by which other associations could justify similar action and that it would furnish an excuse that countless fly-by-night hold-up sheets could be used to justify their own existence.

On the score of business strategy

it was maintained that if the association performed work which justified the solicitation of funds with which to maintain the work which was to be written about and described in this proposed publication, it was justified in seeking additional income from its members to support such a publication. In other words, it should be able to get an income that would cover the cost of a publication without going through the motions and expense of getting that income in the form of paid advertising.

Discussion of these objections, however, led to no particular decision. James O'Shaughnessey, executive secretary of the American Association of Advertising Agencies, brought the meeting to a close with remarks to this effect: "The International Advertising Association apparently needs a means of contact with the individual members of advertising clubs. The association counts in its membership representatives of advertising publications. I would suggest that the association call a meeting of such representatives for the purpose of working out a proper plan." This suggestion was taken under advisement by the association and has not yet been accepted by it.

M. A. Pollock Joins Frank Presbrey Company

M. A. Pollock, formerly with the Lincoln Motor Car Company at Philadelphia, and the Marmon Automobile Company of New York, has joined the Frank Presbrey Company, New York advertising agency. At one time he was advertising manager and assistant general sales manager of Rolls-Royce of America, Inc., Springfield, Mass.

Appoints M. C. Mogensen Company

The Oroville, Calif., *Mercury*, which recently purchased the Oroville *Register*, has appointed M. C. Mogensen & Company, Inc., publishers' representative, to represent the consolidated papers in the national advertising field. The new paper will be known as the Oroville *Mercury-Register*.

Advanced by "Jewish Independent"

Louis Goldsmith, for the last three years with the *Jewish Independent*, Cleveland, has been made advertising manager.

First Business Paper Convention Under New Plan

At the last spring session of the Associated Business Papers, Inc., a new plan for bringing its membership together was adopted. Under this plan there will be an annual spring meeting of executives to be devoted to intimate discussions of interest to the industry with a convention in the fall to be devoted to more general discussions.

The first fall convention under this arrangement will be held at the Drake Hotel, Chicago, from October 17 to 19. Its keynote will be: "Higher Goals for Business Under New Conditions—A New Summons to the Business Press." The association will meet jointly with the National Conference of Business Paper Editors. Each group will also hold separate sessions.

Max Mason, president of the University of Chicago, will address the keynote luncheon. His topic will be "Business and Scholarship, A New Unity." On the afternoon of October 17, John M. Hagar, director of the division of marketing survey, Department of Commerce, will talk on "Selling the United States by Territories." A session on circulation will be held which will be participated in by editors, publishers and advertising and circulation managers. O. C. Harn, managing director, Audit Bureau of Circulations, will be a speaker before this group.

Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce, will be a speaker at the annual dinner. He will review current business trends and discuss the future of co-operative relations between business papers and industry and the Department of Commerce. "Business Papers and the Next Business Depression" will be the subject of George Woodruff, chairman of the board of the National Bank of Chicago. The annual dinner also will be addressed by P. T. Coburn, of the McGraw-Hill Publishing Company.

The convention will close at noon on October 19 with a joint luncheon of the Association and the editorial conference which will be addressed by E. J. Mehren, vice-president, McGraw-Hill company, who will talk on "Long Time Guarantees of Prosperity."

Hawley Turner with Blackman Agency

Hawley Turner has joined The Blackman Company, New York advertising agency. He was formerly with The Curtis Publishing Company, Philadelphia, and the H. E. Lesan Advertising Agency, Inc., New York.

Coffee Account for David Lampe

C. H. Kroneberger & Company, Baltimore, coffee merchants, have placed their advertising account with David Lampe, advertising agency of that city. A campaign on Ariel Club coffee has been started.

A Hole

In the Roof

A farmer puts a roof on his barn to protect the contents against the destructive effects of rain and sun. A hole in an otherwise perfectly good roof thwarts his purpose. Advertisers invest in advertising to protect their sales from the destructive effect of ignorance of the merits of their product. Any advertiser to the farm market who ignores the Farm Life group of more than a million families is leaving a hole in the roof that will seriously affect his sales not only to that group but to their neighbors who are, to some extent at least, subject to their influence.

T. W. LeQuatte

Advertising Manager

Farm Life

Spencer, Indiana

The New International Trade-Mark Bureau

*Washington Bureau
of Printers' Ink*

WHILE a great many American exporters will be interested in the announcement of the establishment of an International Trade-Mark Bureau, at Rio de Janeiro, the news is found to be confusing without additional information. The announcement was made by the Department of Commerce last week, to the effect that the new Bureau has come into existence as a result of the treaty of the American Republics signed at the Santiago conference of 1923. The Bureau will register trademarks of the so-called Southern groups of American Republics, the announcement also states, and continues:

"Reciprocal protection will be given the marks of the Southern and Northern groups through interchange with the new Bureau and the Havana Bureau, which now performs the same service for the Northern Republics."

The Bureau at Rio de Janeiro was provided for by the original convention of 1910 at Buenos Aires, which also contemplated the establishment of the Havana Bureau. The latter was established in 1919 to perform a trade-mark registration service for the Northern group of countries, which includes the United States, Cuba, Haiti, Dominican Republic, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, Panama, Colombia and Ecuador.

The Southern group of countries, of which trade-mark protection will be given by the Bureau at Rio de Janeiro, includes Brazil, Uruguay, the Argentine Republic, Paraguay, Chile and Venezuela. This Bureau was not established before because a sufficient number of countries had not ratified the 1910 convention.

As matters stand at the present time, there is no inter-American registration service. This is not because of a lack of authority, but for the reason that regulations have not been established. Also, there is still the question whether the

provisions and agreements of the convention of 1910 still hold with those countries which have not as yet ratified the convention of 1923.

These uncertainties probably will be dissolved at the next conference of the American Republics, to be held at Havana during January, 1928. Therefore, next year should see a vision of the 1923 convention and the adoption of its measures, so as to bring all of the provisions of that convention into operation. Then we will have two Bureaus of registration which, in co-operation with the trade-mark registration services of all countries in the Union, will furnish a centralized service so that one application in any country of origin will effect registration in all of the countries of both the Northern and the Southern groups.

Southwestern Advertising Campaign on Orbit Gum

W. E. Easterwood, national distributor of Orbit Listered chewing gum, has appointed the Southwestern Advertising Agency, Dallas, Tex., to direct an advertising campaign on that product in Texas, Oklahoma, Louisiana, Arkansas, Kansas and Missouri. Newspapers, sectional magazines and outdoor advertising will be used.

The American Window Display Company, Houston, manufacturer of a patented window, has also appointed the Southwestern agency to direct an advertising campaign in business papers. The campaign will be extended later to magazines.

Paul Jackson Joins Corday & Gross Company

Paul Jackson has joined the New York office of the Corday & Gross Company, Cleveland, producer of direct advertising. He was recently with System, and formerly was with *The Scientific American*.

Stevens Walden-Worcester Appoints F. H. Riegel

F. H. Riegel has been appointed advertising manager of Stevens Walden-Worcester, Inc., Worcester, Mass., manufacturer of wrenches and automotive equipment.

G. E. Heiffel Joins Husband & Thomas Agency

G. E. Heiffel has been appointed director of production of the Husband & Thomas Company, Inc., New York advertising agency. He was formerly with Frank Seaman, Inc., New York.

Oct. 6

Ch

The Only

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Pres

New Y
52 Vander



ALERT ADVERTISERS

Are Quick to Recognize a New Market—

Here are a few of the prominent national advertisers who are recognizing the importance of steady pressure on influential America.

They are using regular space in *The United States Daily* to reach this great new market, before which for the first time they are able to display newspaper copy every day,

Cadillac Motor Car Co.
Calkins & Holden, Inc.
Lambert Pharmacal Co.
Buick Motor Co.
Baltimore & Ohio Railroad
Middle West Utilities Co.
United States Lines
General Motors Corporation
Halsey, Stuart & Co.
Radio Corporation of America
R. J. Reynolds Tobacco Co.
(Camel Cigarettes)
Equitable Trust Co. of New York
Atchison, Topeka & Santa Fe System
Anaconda Copper Mining Co.
National Cash Register Co.
Hornblower & Weeks
J. P. Morgan & Co.
Illinois Central Railroad Co.
Associated Gas and Electric Co.
Cities Service Co.
Frigidaire Corporation
Dillon, Read & Co.
Standard Oil Co. of N. J.
Southern Pacific Lines
Kuhn, Loeb & Co.
Hallgarten & Co.
Gulf Refining Co.
General Electric Co.
H. M. Bylett & Co.
Pennsylvania Railroad Co.
Curtis Publishing Co.
Utility Securities Co.
Dollar Steamship Line
Liggett & Myers Tobacco Co.
(Chesterfield Cigarettes)
Redmond & Co.
Chicago, Milwaukee & St. Paul Railway
International Harvester Co. of America

**A MUST Paper
for Men of Affairs**

The United States Daily

Established March 4th, 1926

*The Only Daily Newspaper Devoting Itself Entirely to the Official News
of the Government*

DAVID LAWRENCE
President

Washington

VICTOR WHITLOCK
Vice-President and
Director of Advertising

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Chicago Office:

Detroit Office:
Dime Bank Building

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Imperial Brass Co.
Indiana Lamp Corp.
Indianapolis Star

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Winona News

ACOPY
Winona News

Oct. 6, 1927

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK

If you want to know about our work,
watch the advertising of the following:

BON AMI
 CONGOLEUM RUGS
 VALSPAR VARNISH
 GRINNELL SPRINKLERS
 McCUTCHEON LINENS
 PETER SCHUYLER CIGARS
 ANSCO CAMERAS AND FILM
 COLUMBIA WINDOW SHADES
 ARCADIAN SULPHATE OF AMMONIA
 TARVIA
 DUZ
 WOODTONE
 HAVOLINE OIL
 WALLACE SILVER
 THE DICTAPHONE
 BARRETT ROOFINGS
 NAIRN INLAID LINOLEUM
 COOPER HEWITT WORK-LIGHT
 MCKESSON & ROBBINS PHARMACEUTICALS
 NEWSPAPER INSTITUTE OF AMERICA
 PLYMOUTH BINDER TWINE
 SEMET-SOLVAY COKE
 TAVANNES WATCHES
 INDIAN GASOLINE
 BONDED FLOORS
 NEW-SKIN

What we've done for others we can do for you.

Member of the American Association of Advertising Agencies

Member of the Audit Bureau of Circulations

Member of the National Outdoor Advertising Bureau

The Success of Small Space Depends on the Product

The Makers of Bicknell Folding Ironing Tables Intend to Develop National Advertising as Their Business Grows

As Related to James True

By J. A. Foster

Sales Manager, J. F. Bicknell Lumber Company

GENERALLY speaking, the rather widespread belief that occasional large space is better than frequent small advertisements appears to be sound. However, if it may be said that this claim is an accepted rule, the pages of the newspapers and periodicals prove that there are a great many exceptions to it, and our experience is one among the number. The policy of large space was thoughtfully and convincingly advocated by Mac Martin in his article in the August 18 issue of *PRINTERS' INK*, entitled: "What Size Space Should We Use?" Our experience, however, indicates that there is much to be said on the other side of the question. Mr. Martin, it appears to me, failed to emphasize probably the most important of the factors involved—the nature of the product advertised.

Three years ago, we entered the national advertising field in a very small way. There is no doubt that our advertising has been successful. Our product is a specialty, the Bicknell Folding Ironing Table, and for two years we advertised it with a 32-line advertisement in only one national women's magazine. These advertisements appeared every month; they followed the same general layout, but the copy was changed monthly. This year we added another women's magazine, in which we are running the same kind of advertisements, and during the three years of our advertising experience we have used half-pages regularly in a trade publication that covers our field. Our annual appropriation has grown somewhat, and is now approximately \$7,000.

The results have been profitable and promising, and the prospects are that we shall continue to add

new publications from time to time; but I think that we are pretty firmly dedicated to the small-space policy. After we took on the ironing table about four years ago, we sold it for twelve months without advertising. During this time we secured fair distribution and did a profitable business on the specialty. The next year, the first of our advertising experience, we doubled the volume. Our second year of advertising showed a 50 per cent increase, and the indications are that we will be able to maintain our increase of about 35 per cent for the present year for some time to come.

INVENTED BY A CUSTOMER

The table was invented by one of our customers, and we bought the patents outright for the United States and Canada. We spare no expense in producing a specialty of the highest quality possible, and we manufacture it not only here in Worcester, Mass., but also on the West Coast and in Canada. We always have been able to deliver promptly and economically, and our specialty retails for around \$5.

When we began to advertise, our selling effort had been largely experimental, and we had determined that we had a product which would sell readily and profitably when shown and demonstrated in the stores. Since then our volume every year has been sufficient to pay us a profit, and we have made some money. Furthermore, we think we have every reason to expect that our present policy will continue to sell the specialty profitably.

Manufacturers' agents in various parts of the country sell the table direct to retail dealers. We now have as customers practically all of

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the big department stores and a great many small ones, as well as other retailers, in almost every State. While our distribution is not 100 per cent, it is being steadily enlarged. Every day brings us a number of inquiries from the readers of our advertisements, as well as from dealers, and we use these inquiries in the customary way to stimulate the business of our customers and to induce new dealers to take on our specialty.

We have not used any unusual method of merchandising our product; but our specialty is unusual, and in this fact I am sure you will find the reason for our success with small space. Before we began to advertise we gave the problem of space a good deal of consideration. By stretching a point, we might have used two full pages, or four quarter-pages, during the first year. One might argue that had we published a full page at the outset it would have produced sufficient business to enable us to continue advertising with frequent full pages; but we did not have the facilities to take care of a sudden and large increase of volume. While we had demonstrated the salability of our product, we were still feeling our way. We wanted to build up our business surely, and since we lacked experience in the advertising field we felt the need of learning something about the subject and of expanding our business only as rapidly as our knowledge warranted.

If we had gone into the manufacture of a highly competitive product which was being widely advertised by our competitors, I doubt very much that we would have adopted a small-space policy of advertising. In that case, regardless of the quality and merits of the product, our small advertisements would have been overshadowed, regardless of how well they might have been designed and written. In a strongly competitive field, there is no doubt that the competition extends to the advertising, and that a manufacturer must use space that is at least comparable to that of his competitors, if he is to secure prompt and profitable returns.

With a specialty such as ours, however, the competitive factor is largely eliminated, both as to the product and the advertising. The product being unusual, its illustration in a small advertisement will attract sufficient attention to produce profitable results, provided the specialty is salable. I am sure that we have demonstrated this to be a fact.

Within the last year or two I have talked with several small manufacturers who, I am sure, could advertise nationally to their profit. They make unusual specialties that are already selling profitably; but they expressed the conviction that advertising, to be successful, must be started with a splurge and continued at considerable expense. Furthermore, they believe that they must advertise in the national field for several years before showing a profit on their advertising investment. Quite naturally, they feel that they cannot afford to accept the risks of national advertising.

MOST ADVERTISERS STARTED IN A SMALL WAY

There must be hundreds of manufacturers of the kind in the country, and the fact that they are not advertisers indicates that they have been misled as to the possibilities of advertising profitably. Unless I have been misinformed, the majority of our largest national advertisers started years ago in a very small way. Today, of course, it is very difficult, if not impossible, in the national field, for the small manufacturer to compete with his big competitor with anything but large advertising space. But this does not mean that hundreds of small manufacturers cannot advertise successfully, provided their goods are in the nature of unusual specialties, individual products, or patented articles.

These small manufacturers have an advantage over us, because we became manufacturers in order to become a national advertiser. They are at least one jump ahead of where we were. For many years we have conducted, and we still conduct, a successful lumber busi-

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ness; but our trade always has been local because of the nature of our product. Like ourselves, a great many local concerns want to be identified with national merchandising. They want to expand and, if their products are right, there is no doubt, according to our experience, that they form a class which can still begin to advertise nationally in a small way, and then increase the advertising as the growth of the business warrants.

Our success with the Bicknell Folding Ironing Table has encouraged us to go a step farther in our development. For some time we have been at work on several other specialties which we have about perfected. Soon we expect to merchandise these specialties as we did the table. We shall sell them in an experimental way, and then, as soon as their salability is demonstrated, we shall advertise them with small space. As our business on the specialties increases, we shall add new publications to our list, and eventually we will increase the size of the space when present prospects are fulfilled. It is our intention to grow as national advertisers as our business grows. Three years ago we began with a comparatively small advertising appropriation; but who will say that within ten years or so we will not be rubbing elbows with the topnotchers in the national advertising field?

J. H. Harrison and W. J. Parrett Buy Danville, Ill., "Press"

J. H. Harrison and W. J. Parrett, owners of the Danville, Ill., *Commercial News*, have bought the Danville *Morning Press*. The *Press* will be discontinued and a Sunday edition will be added to the *News*.

Frank P. Hanafin, general manager of the *Press* will join the staff of the *News*.

C. C. Winningham, Inc., Adds to Staff

Dan Marcy Stoneglass has been added to the copy division of C. C. Winningham, Inc., Detroit advertising agency. Howard H. Fawley has joined the research staff.

Mr. Stoneglass was recently with The Procter & Collier Company, Inc., Cincinnati. Mr. Hawley has been engaged in research work in Detroit.

Advertises Conformity with Bureau's Recommendations

A bulletin of the Chicago Better Business Bureau recently furnished the copy theme for an advertisement published by the Hartman Furniture & Carpet Company, operating a chain of stores. In large-size newspaper space this company showed how its methods of pricing merchandise follows the plan of a full presentation of the facts recommended by the Bureau.

The Bureau recommended in its merchandise department information statement of September 6 that, where installment selling is used by advertisers both the cash and credit prices be shown. "Extended credit costs money," the Bureau's statement said. "The average customer realizes this, yet it is not uncommon for advertisements to state definitely 'Buy on Credit at Cash Prices.' Quoting both cash and credit prices immediately gives the reader full price information. There need be no price secrets from your readers. Full presentation of the facts invites confidence."

Hartman's, in its advertising, reproduced a page of the Bureau's bulletin and illustrated how its merchandise is priced with a difference of 5 per cent between cash and credit prices.

Eureka Vacuum Sales and Net Profit

The Eureka Vacuum Cleaner Company, Detroit, reports for the six months ended June 30, 1927, net sales of \$5,659,847, against \$5,691,145 for the corresponding period of 1926, and \$4,313,591 for the corresponding period of 1925. Net profit, after charges and Federal taxes, amounted to \$761,629 for the six months ended June 30, 1927, against \$786,799 for the corresponding period of 1926.

C. W. D. Lamont with St. Louis Agency

C. W. D. Lamont, recently with the Chicago office of the St. Louis *Post-Dispatch*, has joined the staff of the Anfenger Advertising Agency, Inc., St. Louis, as an account executive. He was formerly with the Adamars Company, also of St. Louis.

Z. L. Potter Agency Appoints Ralph Richmond

Ralph Richmond has been appointed copy chief of the Z. L. Potter Company, Syracuse, N. Y., advertising agency. He was formerly assistant director of public relations for the National Board of Fire Underwriters, New York.

Douglas Meldrum, Manager, San Francisco Office of Ayer

Douglas Meldrum has succeeded Sterling Peacock as manager of the San Francisco office of N. W. Ayer & Son.

Advertising Agent Prosecuted with Fraudulent Advertiser

Pacific Coast Court Holds Advertising Agent Equally Guilty with Advertiser

A PACIFIC Coast law court has held an advertising agency as being just as guilty as the advertiser in a case recently decided in South Pasadena, Calif. Action for the prosecution was based upon the PRINTERS' INK Model Statute. The case was called for trial before Justice W. Cloyd Snyder. The dealer and advertising agent were each fined \$200 and sentenced to 90 days in jail. The case has been appealed to the higher courts and argument is to be heard within the next few weeks.

The statement charged to be false appeared in an advertising circular distributed at the instance of the dealer, head of a furniture sales company, and read, "One hundred of the finest mattresses, coil springs and box springs, both full-size and single, to be sold for one-half factory prices and less." Other statements in the circular were criticized by the court who stated that there was clearly an intent to deceive the public as to the character of the store, which was described as a "wholesale manufacturer's furniture sales company warehouse." The court expressed the opinion that the advertising agency also was using deceptive tactics in representing itself as adjusters when, in fact, it was but an advertising agency.

The furniture dealer pleaded lack of knowledge of the contents of the circular, claiming that the advertising agency wrote it, but the court criticized him for his lack of information, stating that it was inconceivable that a business man of his experience should permit an advertisement of a special sale to pass with only the casual attention he claimed to have given it.

In the sale a tag on a certain mattress conveyed the impression that the article had regularly sold for \$75 and had been marked

down to the sale price of \$39.50. Testimony was offered by the manufacturer of the merchandise that it had been sold to the furniture sales company for \$23.50. This advertiser in order to make good his claim of "one-half factory prices and less" should have sold this particular item of merchandise for \$11.75, or less, instead of \$39.50.

The advertising agent testified that he had written the circular after a conference with the dealer and that the original draft was not used because the dealer thought it was not strong enough.

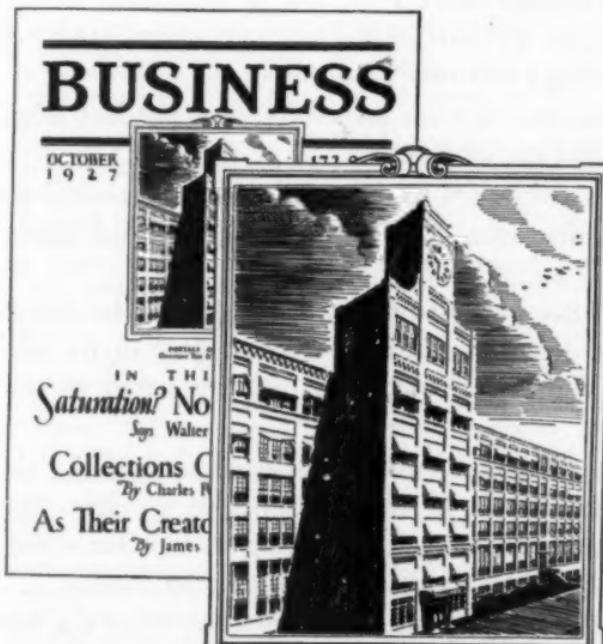
The court in finding the defendants guilty declared that no excuse existed for the kind of advertising that appeared in the circular. The dealer should have known, if he did not know, what the circular contained. The advertising agent, the court stated, represented a firm of professional advertising people who were presumed to be experts who should be interested in upholding the advertising profession. It was the court's opinion that there was something wrong with their conception of advertising ethics if they produced copy of such character.

In recognition of what were conceived to be mitigating circumstances, in view of the advertising agent's unfamiliarity with the furniture business and his consequent reliance upon the dealer for the exact facts, the court suspended the agent's jail sentence, but insisted the \$200 fine should stand. No suspension was granted the dealer.

Stove Account for Chappelow Agency

The Orbon Stove Company, Belleville, Ill., stoves and ranges, has placed its advertising account with the Chappelow Advertising Company, Inc., St. Louis. Farm papers and direct mail are being used.

BUSINESS has behind it not only many years of valuable experience but also the daily contacts of a 1,200 man field force covering the entire country



PORALS OF BUSINESS
Firestone Tire & Rubber Company

THE BURROUGHS PUBLICATIONS
Second Blvd. and Burroughs Ave., Detroit



**"WHAT DOES IT SAY,
DANIEL?"**

To the ordinary man-sized job of selling an established product in an established market advertising now is shouldering two other problems:

What to do with an established product when its established market dries up.

How to present to the public a new idea when acceptance of that idea demands sloughing off old habits and acquiring a new set in their stead.

It is like going from simple arithmetic to differential calculus. Instead of dealing with tangible digits, we must reckon with x , an unknown quantity raised to the n th power.

The advertising man is expected to find the answer. More and more in this complicated modern business world the manufacturer is turning to him for advice; for prophecy almost, as Belshazzar turned to Daniel.

The advertising man must interpret what the hand is writing on the wall, or be thrown to the lions. The manufacturer must have reasonable faith in advertising or in he goes too.

CALKINS & HOLDEN, INC. ADVERTISING
247 PARK AVENUE . . . NEW YORK CITY

Will the Grocery Follow the Dodo and the "Drug" Store?

This Chain Grocery Executive Claims That the Exclusive Grocery Store Will Soon Be a Thing of the Past

By Edward Dale

Vice-President, Safeway Stores, Inc.

[EDITORIAL NOTE: Mr. Dale is the operating head of the Safeway Stores, which is understood to be the largest chain of food merchants west of Chicago. The company does over \$60,000,000 annually and spends about 1 per cent of its net sales in newspaper advertising.]

IT is my opinion that the grocer as we know him is doomed to go out of business. In his place will come the food merchant operating a complete food market where fruits, meats, delicatessen specialties and groceries will be available under one roof and conveniently purchased with a saving in time to the consumer. In some of the more congested areas the matter of suitable store space will tend to prevent this development, but in new territories or in regions similar to those in which we operate, the problem of floor space is not acute and food markets in all except the most heavily populated districts will soon be the most modern expression of chain-store merchandising.

The public is better paid and better fed today than at any previous time. It is probable that this improvement will continue at an even faster pace than ever before. The food producing industry is now led by units of capital and aggregations of intelligent personnel which make it possible for any innovation in foods to be immediately sold to the public through current advertising. New products coming on the market today are popularized on a nation-wide basis within two years. Those of us who have been behind the counter for thirty years, remember how slowly worth-while products such as

canned pineapple reached national popular approval.

The grocery business, and I am speaking now strictly of groceries, does not provide sufficient demand for capable merchandising talents, nor does it provide sufficient return for intelligent merchandising effort. I do not think the strictly grocery retailing business will soon again show a suitable profit for the brains and capital that must be put into it, when so many other more attractive avenues of investment are available in our rapidly developing country. Therefore, it is my belief that capital available for investment in food retailing enterprises will be attracted more favorably to the food market idea where the profitable specialties and meats and produce are handled.

The produce and meat industries have not kept pace with the efficiency of grocery development. Now that grocery retailing has reached practically its peak of perfection it is logical that capital and brains available for food distribution problems will turn to these other lines, combining them with present grocery outlets so that the investment now in strictly grocery outlets may aid these other departments and thus show a greater return in profits than the grocery sales would show if they were not used to help merchandise these other lines.

With the advance in transportation and mechanical handling of merchandise all down the line from manufacturer right up to the retail counter, the retail food business has become an industry. The retail food merchant is now more than a merchant, he is an industrialist and as such combines the functions of procurement, storage and delivery on the one hand, and

Portion of a talk delivered September 28 at Washington before the Seventh Annual Convention of the National Chain Store Grocers' Association.

on the other hand that most necessary feature of chain-store operations—merchandising and sales promotion. Some of us are large bakers and dealers in raw materials. The grocery business operated strictly for groceries does not provide the outlet for capital that is being attracted to chain-store investment, neither does it provide the opportunities for merchandising ability that will be provided by the food market chain of the future.

Therefore it is, in my opinion, certain that the chain grocer of today will be the operator of a chain of food markets in the future. It is my opinion, based on the facts and tendencies herein reviewed, that the grocer handling nothing but groceries will soon be as out of date as the drug store handling only drugs. The same tendencies and developments all over the nation that made the druggist a merchant carrying a wide line of very dissimilar merchandise is going to force the grocer, and more especially the chain grocer, to do likewise. We have been slower to realize it.

A big problem of chain operation is man power, and due to the present condition of the grocery business good personnel is not attracted because they have not been paid wages that will compete with what good men are offered in other lines. The salvation of the grocer as far as personnel is concerned will in a measure be reached when more profitable lines are sold in the stores and market managers can earn and receive satisfactory wages. Where a man of mediocre ability is now able to manage a grocery store, the food market manager will be of a higher type and will be paid accordingly. This will attract a better class of men which will improve the sales and prestige of the chain food market and this improved condition will of course be reflected in still better working conditions and wages for those who are making them possible.

The basis upon which the development that will soon take place on a nation-wide scale, wherein the

grocery store will fade out and the food market will get the spotlight, will be newspaper advertising. Newspapers have been responsible for the solid development of our large enterprises. When we had ten stores we didn't need the newspapers and couldn't afford them if we did need them. When we have a hundred stores we need the newspapers and can afford to use them freely.

We have all seen in our own business, I am sure, the changes that have immediately come when we were able to go to the public in newsprint and tell our story. It is my belief that newspaper advertising done by the chain grocer in the last fifteen years has accomplished just as much for us as any other feature of our operation. I do not believe the chain store could have been developed to its present condition without newspaper advertising. I do not believe any further great improvement in our business is possible without good use of advertising. It is useless to discuss the merits of one form of advertising over another because we all have our own ideas. However, no one can deny any man his own experience and it is our experience that a substantial newspaper advertising program, maintained at the highest point that the budget will permit, should be the basis on which all expansion and merchandising effort is made.

It is certain that present tendencies will bring the food market before the public and the newspapers will be the place to sell this new development to the public. Chain operators who are now planning ahead will, I am sure, be considering expansion into meat and produce for all their stores. When this movement gets under way on a national scale, and I believe this will happen within the next two years, then the grocer is doomed to go out of business and he will be replaced either by himself as a complete food market operator, or by someone else who will have the profitable food market that he was too conservative to open.

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When we dropped *the Cannas and Iron Stag*

ABOUT 1900 father gave the iron stag his last coat of brown paint. Somehow, although that stag was good as new, he seemed to have lost his job.

Once he stood for wealth and good taste—a badge for the public to admire. But the world grew full of a strange unrest. People were even saying things about the ways cannas should be planted—if at all. Some began to hunt old houses and live in them.

But still they sought the something the brave old stag and the brilliant cannas stood for. Something in the garden to tell the passing public of their good taste, their prosperity, their knowledge of graceful living. Something subtler—garden walks edged with larkspur and foxgloves—gnarled old apple trees carefully patched and mended—new-old ways of saying: “Here is a better home.”

TODAY in a million gardens the old-fashioned flowers beckon to business. In great homes and small they are the badge of buying power.

Every year since 1922 the circulation of Better Homes and Gardens has grown faster than any other



home magazine in America. Now it reaches a million families, 90% of which own their own homes.

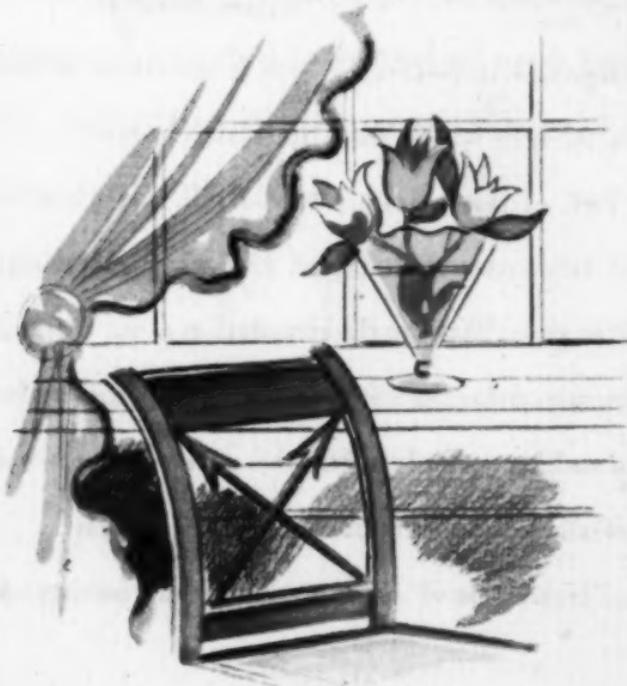
74% of these homes are in the retail trading areas of cities over 25,000 and 93% have electricity, 67% have gas. This single circulation—six times as large as any other in the vitally interesting garden-making and home-building field—covers one in every eight of all the owned urban homes in America.

"How-to-do-it" advice on garden-making and

home-building created this circulation of known buying power. No fiction—no forcing methods—just natural healthy growth. For a real vogue is upon us—a vogue for better homes, better gardens.

Better Homes and Gardens talks to men and women through a *hobby*—at a milline rate much less than half that of the next largest publication.

A MILLION CIRCULATION A MONTH





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More Excerpts from a Salesman's Letters to His Wife

An Observant Salesman Describes Some Selling Ideas Picked Up on the Road

[EDITORIAL NOTE: Some time ago, we published in *PRINTERS' INK* excerpts from a number of letters written by a salesman to his wife. His wife was formerly a bookkeeper in the business for which her husband travels and a very understanding correspondence resulted. More of the inner thoughts of this salesman are contained in the following extracts.]

The Home Office Gets the Outside Viewpoint

I AM just finishing a very interesting and illuminating week. The house has had that new vice-president, Saunders, traveling with me all week. He's the chap they are using to speed things up in general and he came out to perfect some of his ideas "in the field," as he explained it.

"I've been working out some theories, in connection with sales plans," he told me, "and I thought before putting them into general effect I would spend a week with one of you men and make sure they are practical in all details."

"That's the right idea," I told him. "Too many executives stay cuddled up in their comfortable offices and don't let their field work carry them any farther than the nearby golf course. There they no doubt talk things over with other executives and decide that the salesmen who don't get near the office more than about twice a year are entirely wrong about everything. I'm glad you're out here!"

"The main thing I want to do on this trip," he said to me, "is to complete details on the plan having to do with our competitors. The house feels that you boys on the road get all worked up about stuff the dealers tell you that our competitors are doing. Now we have every reason to believe that this is entirely unwarranted. Why, Dave Watkins, the sales manager for the Consolidated, is a college classmate of mine. Our wives are personal friends. Our two families visit back and forth. Naturally,

we don't let business get into our visits, but after all this talk we've had from the salesmen, I got hold of Dave a couple of weeks ago and asked him to give me the facts. I told him that sooner or later the details would come out anyway, and the best thing was to have things open and above board. He assured me that all this talk you men are sending in about their making concessions is just thin air."

"Maybe you're right," I agreed with him. But I said to myself I'd pull him around to a few places and see what he got. That was last Monday. I told him to just come along as a listener until he heard something real, and I'd see what I could find for him.

Well, he got plenty. He left for home last night and the last thing he told me was that his friend was honest all right, but his house was putting something over on him, and there'd be something popping in a hurry.

The interesting thing to me is that here is a man who, up until a week ago, just knew that everybody in the home office was 100 per cent right and everybody in the sales force was all wrong. He came here on Monday all set to eat the sales force up alive and prove to us that we were all dumb and gullible and that the Consolidated bunch were a crowd of lily-white angels.

Now, a week later, he's going back to tell the old man what a sap he has been to let those pirates put stuff over on our company right along. He's going to go boiling into the office with that "outside viewpoint" which some of these chaps like to talk about. It's going to be funny for a few weeks, while he still has the outside viewpoint. But then, gradually, he'll lose it and get his inside viewpoint back again and then he'll figure once more that maybe the

salesmen really don't know much after all.

I don't think the Consolidated are as rotten competition as the trade paints them to be. Neither do I think they're as chemically pure as they try to tell us they are. It reminds me of a remark Frank Lewis made to me, when I was working out of his office in San Antonio. Frank said one day: "Once I used to figure there was only one side to a subject—my side. Then I got broad-minded and told myself that maybe there are generally two sides—mine and the other chap's. But now I figure that there really are three sides—the other chap's side, my side, and the right side."

Here is this new vice-president, now, with just a half-baked inside viewpoint, plus a highly steamed up but very limited outside viewpoint, while the chances are that the real side is somewhere in between.

But what I do seem to get out of all this is just this—a man gets into a groove very easily. There surely is a great deal of difference between things as they really are and the way the man who sits in the office thinks they are. At the same time, they are not nearly as gloomy as the salesman who sees only the obstacles thinks they are.

In short, the man in the home office gets to thinking that the man on the road or the man in the trade who disagrees with him is "peculiar" or "ignorant," while the salesman and the dealer to whom he listens think that the boss who sits in the office is an "old fogey." The chances are that a little of both is true. That's why I am glad I had this vice-president with me this last week.

Few Customers Complain about Salesmen

Last week I read an article in PRINTERS' INK about what the heads of business houses do when the customers kick about the salesmen they send to call on them. I note that a good many sales managers contributed ideas to that article. That was a funny article.

It is mighty apt to be misleading. It sort of soothes you and makes you think that if your salesmen aren't coming through or are getting in bad, the customer or prospective customer will run in and tell you about it, or wire or write a letter.

In all the time I have been on the road, the only time I ever heard of a customer writing in to the house and complaining about a salesman was when a chap up in Idaho wrote in to tell about that man Johnson, who reached over the counter and pulled the chap (Osler was his name) out from in back and was going to beat him up. And, as I recall it, the only reason Osler wrote was because he wanted to get some money out of the house.

The reason I think that article is misleading is because it is the exception and not the rule for a man to complain about a salesman. What happens is that the man doesn't generally complain. He just stops buying. Later on, you can ask the salesman why that man quit buying and you'll get every reason in the world except the right one.

Of course, as the article says, sometimes dealers write in to tell about some promise or other that the salesman made, contrary to the terms which the house makes. But that isn't in the way of a complaint. That is a claim. That dealer is just trying to get something. I know a good many dealers who write in and say that a salesman promised something which he didn't promise at all. It is true that salesmen sometimes promise things they have no business promising. But it is also true that dealers claim things for which they have no right to ask. But that is something entirely different from just saying that you don't like the salesman and why.

The Fake Advertising of Advertising

You read a lot these days about doing away with fake advertising. But there is one kind of fake advertising which is going on pretty

strong these days and that is the fake advertising of advertising. I was looking at a big folder which the —— Coffee salesmen are carrying around and showing to the trade.

Put that folder into the hands of a good salesman and when that salesman and that folder have put on their "WE" act, the buyer is dizzy. The chances are he puts in a lot of that coffee and then he starts wondering why nothing happens. Where is the demand the salesman talked about? Why don't those advertisements pull some business? The dealer is puzzled. And when the next man comes along and opens his mouth about his firm's advertising, the dealer gives him a sick look and says: "Yeh—I heard that story before!"

That coffee broadside, when you shake it to the bottom, shows nothing in the way of real value except thirteen quarter-pages and one colored spread in one magazine, plus a half dozen advertisements to run during six weeks in about a dozen newspapers. You can't count the recipe booklets and the store hangers, because every two-by-four outfit has them. But with that one spread and those few other advertisements, they have put out a circular that would do credit to Campbell's soup or Lucky Strike cigarettes.

The advertising manager who put that thing together and wrote out the talk for the salesmen to hand out is either awfully optimistic or he talks like I do when I lie. It's a shame to use advertising for a four-flush. It makes the retailer lose faith in advertising that is legitimate. One of these days, the man higher up is going to realize that trying to oversell the advertising is bad business and the advertising managers will be called off that sort of thing.

A Selling Trick That Works

I'm trying a new line of talk and it's working fine. I've been at it just long enough now to get back at some of the trade where I talked it last time around. I walk in on a man and I say: "Well, how's it selling?"

I know what he's going to say. He's going to say, "Oh, not so good," or something like that. While I'm saying that and he's replying, I'm glancing around and I see just a little, if any, of our goods. I spot a nice position where we could just as well be and where it would take about five cases to make a good showing.

Then I say, real serious: "You've got nothing against the house or the goods or me, have you?"

And he'll say, "No!" Then I say: "Just as soon have our stuff move nice and fast, wouldn't you?" To which he agrees.

All this time I am taking off my coat and then I hustle around to find the case and a half or so of the goods. I start piling it up nicely.

Nine chances out of ten, he won't say a word in protest. If he does, I'll say: "Well, you just said you wanted it to sell. And this is going to make it move," and then I go right on making my display.

I've found out that nine articles out of ten will move about nine times faster when they are well displayed than when they just stand around. I sometimes think that that is the main difference between stores like Woolworth's and a lot of stores where merchandise sticks around. People like to see a lot of things in the popular-price stores.

Well, I get my display up, and I heap up all the stock I can lay my hands on. Usually, the man who complains about goods not moving hasn't more than a case or so on hand, and when that is heaped up and in plain sight, it doesn't look like much. Also, in that position, it starts to go. Often I can get him for another order right then. If not, I know I can get back in a couple of weeks and sell him some more. I'm beginning to think that a deaf and dumb man who will just work in one store after another, get out stock, display it properly and keep it where people can see it, will do as much, if not more, business than the man who just goes around and talks.

At least my experience with this

little display trick of mine leads me to believe such to be the case.

Salesmen Who Undersell

Last week, I had a very interesting talk with a hotel steward. He told me something which holds good in all sorts of selling. I asked him how many hotel and restaurant supply people he bought from. He told me he had about a dozen calling on him, but he bought most everything from four of them, and of those four, one man got over half.

"You see, it's this way," he went on. "One of those chaps has been a friend of mine a great many years. He comes every week and he figures I ought to have an order for him. All right, I do. But it doesn't make any difference even if it is a little one.

"There are a couple more who have to have something, because they just hang around until they have made a sale. They'll pester the life out of me if I don't come through, so I just have something for them. But there's one man who just naturally sells goods. He's always got a bunch of ideas and a lot of suggestions. And he seems to be part of the business. They say he makes \$10,000 a year. I guess that's right. Anyway, he's four or five times as good as the others. He's a business man!"

I learned a lot from that little talk. I've seen many a man who thinks only about getting an order—not getting real business—but just being able to report a sale on his daily report blank. I've done that sort of thing myself all too often.

You get into the habit of getting a certain amount of business out of a man and then you stop right there. The next time around, you are satisfied with the same amount. And from then on it becomes a habit.

Hold Your Post-Mortems in Advance

I got one fine bump last week. You know old man Tompkins, who has had the store in —— for forty years or so. Well, about ten

years ago, his business was the whole thing and I was getting the bulk of it. When young Miller opened up down the street, Tompkins asked me if we were going to take him on. He intimated that there was hardly enough call for our line in his town if we were going to sell to everybody and also that young Miller was doing some pretty rough price-cutting. In fact, it was a question if Miller would last long. The easiest thing for me to do was to tell myself to be satisfied with the big edge in that town and not try to hog it all. Anyway, I didn't go near Miller.

After Miller got to be pretty sizable, I slipped around a few times and was figuring on taking him on, but the time never seemed ripe, and Miller was less and less anxious to buy of us, anyway. He got a good proposition out of the Excelsior people, who were trying to get a foothold in the town, and he had no complaint to make with their service.

Last month, Tompkins sold out to the —— chain of department stores. You know they do their buying through their main office in Chicago and I'm out of luck there now. So I went around to talk with Miller. Miller wouldn't see me. But a young tin-horn buyer who used to work for Tompkins gave me the laugh. He said that his house had managed to get on without our goods and they found that now they had such a good business built up on the Excelsior line, they didn't feel like taking on new numbers.

Anyway, we are just about shut out in that town now. It just goes to show that it is foolish to tie up to one dealer. That one man may not last, or the town may grow and other people grow up with it, and the one store can't take care of things for you.

The trouble is that a good customer asks a salesman to lay off of the new competitor and the easiest way is for the salesman to agree to it. If he had any sense, he'd handle the thing right on the spot. A man I know who sells spices and extracts tells me that the best way he has found to handle a situation like that is to say to

the old-timer: "Well, if I don't sell him, he'll find another line to sell, and maybe it will be a line with which he can do a lot of price-cutting and underselling and just mess things up for you and me. My house has always found that it is best to have its line in every store it can sell and in that way teach people in a town that the line is good." And then he talks a little more about the fine policy of his house, treating everybody alike and so on, and the thing is settled once and for all.

The big mistake some men make is to tell one dealer they won't go near another one. Then the sales manager writes a letter and says: "We want you to sell So-and-so." The salesman doesn't dare to write back and say that he promised the man up the street he wouldn't go near the newcomer. He tries to sneak in the newcomer's back door.

Before long, the old-timer gets onto it. And then he knows that that salesman is not coming clean.

Old Robertson, who used to sell cigars in this territory, summed it up mighty well when he used to say: "Hold your post-mortems in advance. What you can't do you can't do. Promising something you know the house won't back up just makes for trouble and losses later on. The trade asks for a lot of things it doesn't expect to get. I know any number of dealers who say, in effect: 'You can't get pinched for asking.' They don't expect to get a tenth of the things they ask for. They don't hold it against you if you tell them cold that it can't be done. But if you do promise them something, they're going to hold you to it. If you ever fall down on them, they're off of you for life. So to keep your own reputation and keep yourself free from these 'entangling alliances,' the best thing to do is to talk right up and tell a man what you can't do!"

Irving Drew Shoe Company Appoints W. F. Marr

W. F. Marr has been appointed sales manager of the Irving Drew Shoe Company, Portsmouth, Ohio. He was at one time with the United Electric Company, Canton.

An Advertiser Tells of the Value of Bureau Watchfulness

Of the many services performed for advertisers by Better Business Bureaus, one of the most important is the close watch which is kept on exaggeration in copy, according to Samuel Reyburn, president of Lord & Taylor, New York. In the rush and enthusiasm of a day's work, overstatement is quite apt to creep in unknowingly, he said, but before any great harm is done, the Bureau's investigators bring the matter to the advertiser's attention for correction.

Mr. Reyburn expressed his appreciation of this phase of Bureau work in an address which he made before the recent gathering at the Advertising Club of New York of delegates to the National Better Business Bureau Conference. He was introduced as the representative of commerce by Sheldon R. Coons, chairman of the Better Business Group Committee.

"You know the big thing with an industrial leader these days when consumers are so intelligent," said Mr. Reyburn, "is his job to teach. He has got to have a regular passion for teaching if he is going to keep up with the demands of his customers and keep his organization abreast of the times."

"Now one of the greatest things that you can have as a teacher in business matters is a list of your errors. Personally, I don't know how we could get along in our organization if we didn't have the Better Business Bureau to jump on us for this mistake and that mistake. I don't care how good your intentions are, you just can't help but make some mistakes," he said.

All good retailers have an ideal of complete and honest service, but the cheerful enthusiastic way in which a salesman has to go to his task, sometimes leads him to exaggerations which he does not realize he is making, Mr. Reyburn explained. It is at this point that the Bureau steps in, Mr. Reyburn said, as a body supported by the leading people of its community for the purpose of not only watching for these unpremeditated misstatements but also to watch for misrepresentations that are made with malice aforesaid.

Lincoln "Courier" and "Star" Consolidate

The Lincoln, Ill., *Courier* has bought the *Lincoln Star* and the two newspapers have been consolidated as the *Evening Courier*. The *Courier* is owned by Mrs. Allyne V. Carpenter and her brother, Hugh E. Scheerer, of Scheerer, Inc., publishers' representative.

Join Emil Brisacher and Staff

Ivan F. Morris, formerly manager of the San Francisco office of The Izzard Company, has joined the San Francisco office of Emil Brisacher and Staff, advertising agency, as an account executive. R. G. Williams is now in charge of production at the Brisacher agency. Miss Helen Wells has been appointed to direct domestic science research.



SCRIPPS-HOW

THE New York *Telegram* announces a total net paid circulation of 228,984 for the six months ending September 30. This is a gain of 32,658 over the preceding Government statement and a gain of 86,000 under Scripps-Howard ownership. Ninety-eight per cent of the *Telegram's* circulation gain in New York City is in the districts frequented by people with an average expenditure of from \$3,000 to \$7,500 and more. A new type dress, comprehensive strengthening and expansion of the editorial product, the addition of new writers, new features, new departments have attracted and won thousands of new readers.

New York Telegram

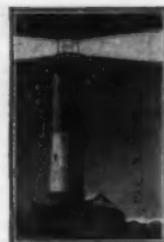
A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York;

Chicago



oward Growth

THE Cleveland *Press* announces a total circulation of 229,678, a gain of 1,822 for the year. Of this total, 90% is concentrated in the TRUE Cleveland Market—the 35-mile area—beyond which Cleveland retail establishments draw less than five per cent of their total trade volume. In the TRUE Cleveland Market, the *Press* has 207,987 circulation. Cleveland newspaper advertising is effective ONLY in the TRUE Cleveland Market—where the *Press* is outstandingly dominant.

Cleveland Press

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Chicago, Detroit, Atlanta, San Francisco, Los Angeles, Portland, Seattle



SCRIPPS-HOWARD

THE Pittsburgh *Press* net paid circulation for September was 234,800 daily and 326,952 Sunday. Six month average was 198,841 daily and 281,757 Sunday. With its splendid new mechanical facilities the *Press* is now able to supply the natural reader demand—resulting in the daily gain of 36,674 and the Sunday gain of 67,789. Two newspaper consolidations in Pittsburgh have greatly changed the character of the contemporary publications and released their readers from the bonds of habit. This may have been an added factor in the circulation landslide. Today, even more than ever before, the *Press* enjoys overwhelming leadership as a medium for advertising. The *Press* leads all other evening and Sunday newspapers in the entire United States in national lineage.

Pittsburgh Press

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York;

Chicago



oward Growth

THE Memphis *Press-Scimitar* announces a net paid circulation for six months ending September 30 of 91,949. City circulation, 53,338; suburban, 20,276; country, 18,335. Largest evening circulation south of Maryland. Advertising has followed the large, concentrated *Press-Scimitar* circulation. Month after month, the gain has been constant. For the first nine months of 1927, the *Press-Scimitar* carried 4,746,756 lines of local display and 6,449,898 lines of total advertising. The *Press-Scimitar* is the dominant newspaper in the Memphis market, carrying an excess of 814,695 lines of local display over its daily morning contemporary.

Memphis Press-Scimitar

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Chicago, Detroit, Atlanta, San Francisco, Los Angeles, Portland, Seattle

ork;

Oct. 6, 1927



SCRIPPS-HOW

THE Cincinnati *Post* gains 4,476 in total circulation and gains 4,375 in city-and-suburban circulation—the total net paid for six months ending September 30 being 214,401 of which 136,614 is city-and-suburban. The *Post* has the largest circulation, by a wide margin, of any Cincinnati newspaper, offering coverage of the strictly local field and dominance, as well, of the great market comprising southwestern Ohio, northern and southeastern Kentucky, southeastern Indiana and part of West Virginia. Outside of New York or Chicago, only seven evening newspapers in the United States have as much circulation as the *Post*. The Kentucky edition of the *Post* covers Covington, second largest Kentucky city.

Cincinnati Post

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York;

Chicago



OWARD *Growth*

THE Kentucky *Post* of Covington now has an evening circulation of 30,892 and a Sunday circulation of 27,466—a daily gain of 3,423 and a Sunday gain of 8,386 for the year. The *Post* has the largest circulation of any Kentucky newspaper outside of Louisville. The Sunday *Post* is a complete Sunday newspaper, carrying no competitive Cincinnati advertising, and offers the advertiser an exceptional medium.

Kentucky Post

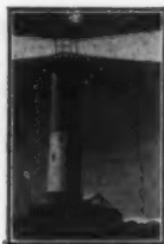
A Scripps-Howard Newspaper

Kentucky Edition of Cincinnati Post Member of the United Press

Chicago, Detroit, Atlanta, San Francisco, Los Angeles, Portland, Seattle

Oct. 6, 1927

Oct. 6



SCRIPPS-HOWARD

THE Baltimore *Post* now has a total circulation of 90,458, net paid average for the six month period, with a doubled subscription price. Eighty-two per cent of the *Post's* circulation goes directly into the homes, the most responsive and worth-while homes in the Baltimore market. Ninety-eight per cent of *Post* circulation is in the city and trading area. Baltimore, containing more than half the State's population, cannot be covered without the *Post*.

Baltimore Post

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York;

Chicago



WARD Growth

THE Washington *News* announces a total net paid circulation of 57,401, with a 100% increase in subscription price. Ninety-eight per cent of *News* circulation is in the District of Columbia. The *News* is the best advertising contact with the home people of Washington. Premiums or contests are never used—*News* circulation is built solely on editorial merit and unstimulated reader-demand. The *News* is necessary for coverage of the nation's capital.

Washington News

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Chicago, Detroit, Atlanta, San Francisco, Los Angeles, Portland, Seattle



SCRIPPS-HOWARD

THE San Francisco *News* has a total net paid circulation of 83,748 for the six month period ending September 30. A gain of 10,961 over last year. The *News* is overwhelmingly dominant in the Mission District of San Francisco and is an absolutely essential medium for the profitable coverage of the city. A rising crescendo of reader interest has brought the *News* up, year by year, to a close second place in the evening field. Without the use of premiums, contests or extravagant promotional expenditure of any kind, the *News* steadily maintains its forward progress.

San Francisco News

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York; Chicago



HOWARD Growth

THE San Diego *Sun* announces a new total circulation of 20,109—a gain of more than three per cent over the similar period of last year. The *Sun* has city circulation sufficient to reach more than 77% of San Diego homes—ample coverage of this rich market, without duplication or excessive cost. The *Sun* leads in lineage from local merchants and is the best and most economical advertising contact with the most responsive homes of San Diego.

San Diego Sun

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

York; Chicago, Detroit, Atlanta, San Francisco, Los Angeles, Portland, Seattle

Oct. 6, 1927



SCRIPPS-HO

THE *Denver NEWS*-papers, comprising the *Rocky Mountain News*, morning and Sunday, and the *Denver Evening News*, show tremendous and unparalleled gains in circulation for the six month period ending September 30—the first complete six month period under Scripps-Howard ownership. Net paid average for the morning *Rocky Mountain News* is 41,016—a gain of 10,445. Net paid average for the Sunday *News* is 94,057—a gain of 27,539.

Rocky Mountain News

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York;



WARD Growth

THE Denver *Evening News* announces a net paid average of 53,106—a gain of 9,419 for the six month period. Advertisers may use the Denver NEWS-papers separately or as an optional combination. Even these figures only mildly indicate the tremendous overturn in public allegiance since the Scripps-Howard purchase. Circulation gains, morning, evening and Sunday total 47,403; linage gains total 4,891,348 lines.

Denver Evening News

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

New York; Chicago, Detroit, Atlanta, San Francisco, Los Angeles, Portland, Seattle



SCRIPPS-HOWARD

THE *Toledo News-Bee* gains 2,356 in city circulation and announces a new city circulation of 53,553 and a total circulation of 92,498. *News-Bee* circulation is concentrated in the city and natural trading territory with outside sales ruthlessly kept down to a minimum. The *News-Bee* is absolutely essential for coverage of the Toledo trading territory with a population now known to exceed 717,000.

Toledo News-Bee

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

Chicago, D



Howard Growth

THE *Columbus Citizen* has a total circulation of 89,550 for the six months ending September 30—a gain of 1,899 for the year. The *Citizen* is the only A. B. C. newspaper in Columbus and has the largest verified city circulation. For 25 consecutive months the *Citizen* has shown gains in local advertising in the face of decided losses by its contemporaries. Seventy-five per cent of the *Citizen's* circulation is home-delivered and 88% of its total circulation is concentrated within a radius of 35 miles.

Columbus Citizen

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Chicago, Detroit, Atlanta, San Francisco, Los Angeles, Portland, Seattle



SCRIPPS-HOWARD

THE Akron *Times-Press* gains 10,054 and the Sunday *Times* gains 2,242 for the year. The new totals are 57,282 daily and 36,248 Sunday. The *Times* is Akron's only Sunday newspaper. For the first nine months of 1927 the *Times-Press* gained 667,086 lines of advertising. For the first six months, the *Times-Press*, in local advertising and in classified advertising, ranked with the first twelve evening-and-Sunday newspapers of the United States.

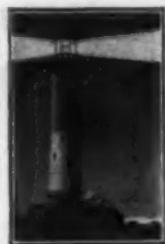
Akron Times-Press

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York Chicago



HOWARD *Growth*

THE Youngstown *Telegram* announces a total net paid circulation for the six month period ending September 30 of 37,006; a gain of 1,992 for the year. The *Telegram* is first in circulation—the leading newspaper of Youngstown. The *Telegram* leads the daily field in local, national and total linage. During August the six-day *Telegram* led the seven-day contemporary in national advertising. The Youngstown market is one of the most important in Ohio. Youngstown average wage is highest in the United States. Youngstown stands third in Ohio in number of people making income tax returns.

Youngstown *Telegram*

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles, Portland, Seattle

Oct. 6, 1927



SCRIPPS-HOWARD

THE Houston *Press*, with Marcellus E. Foster as President and Editor, reports large gains in both circulation and advertising. Total circulation for the six month period is 41,798—a gain of 6,620 over the same period of last year. For the first nine months of 1927 the *Press* gained 1,263,360 lines of advertising and now leads all other Houston papers in volume of advertising from Houston merchants.

Houston Press

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

Chicago



HOWARD *Growth*

THE Fort Worth *Press* gains 4,229 for the six month period and announces a new total circulation of 29,063. In the daily field, the *Press* leads all other Fort Worth papers in advertising from Fort Worth merchants. The *Press* has gained 475,608 lines during the first eight months of 1927. The *Press* is the first choice of discerning advertisers because it covers the city economically and without duplication.

Fort Worth Press

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Chicago, Detroit, Atlanta, San Francisco, Los Angeles, Portland, Seattle



SCRIPPS-HOWARD

THE Oklahoma *News* leads this field in local display advertising; lineage gain for first nine months exceeds 436,000 lines. The *News* gained 2,284 for the six months and 3,598 for the year, and announces a new total of 45,793 for the six month period ending September 30. September average was 46,721. The *News* offers advertisers more than 85% coverage of city families at a fair rate, the only alternative being a forced morning-and-evening combination at more than 300% greater cost. The *News* reaches practically every worth-while family in Oklahoma City.

Oklahoma News

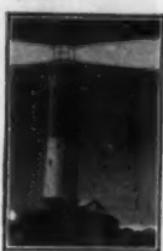
A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York;

Chicago



Howard Growth

THE Evansville *Press* announces a daily net paid average for the six month period ending September 30 of 22,543 and a Sunday total of 23,209, a Sunday gain of 2,012. The *Press* leads the field in volume of advertising from Evansville merchants. Nine out of every ten homes in Evansville are reached by the *Press*, first in city circulation. *Press* circulation is concentrated in the city and towns in the trading territory.

Evansville Press

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

York; Chicago, Detroit, Atlanta, San Francisco, Los Angeles, Portland, Seattle



SCRIPPS-HOWARD

THE Knoxville *News-Sentinel* has the largest total and the largest city circulation—and largest circulation in suburban towns—of any Knoxville newspaper. Net paid average for six months ending September 30 is 36,763 daily and 35,511 Sunday—a daily gain of 1,584 and a Sunday gain of 1,298. The *News-Sentinel* leads the field in local display and national advertising gaining 309,148 lines for the first eight months of 1927.

Knoxville News-Sentinel

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York



Howard Growth

THE Birmingham *Post* gained 10,521 for the six month period ending September 30 over the similar period of last year and announces a new total circulation of 63,005—the second largest circulation daily, by many thousands, in the State of Alabama. No premiums—no contests. Linage gain for the first nine months of 1927 exceeds 290,000 lines; the only Birmingham paper to show an increase in linage. The *Post* is essential for coverage of Birmingham's 101,000 families without excessive cost or wasteful duplication.

Birmingham Post

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press.

New York Chicago, Detroit, Atlanta, San Francisco, Los Angeles, Portland, Seattle



SCRIPPS-HOWARD

THE Indianapolis *Times* gains 5,605 circulation and announces a new total net paid of 65,608. The *Times* editorial enterprise and courage is steadily winning discerning readers. The *Times* is an essential and necessary medium for the proper coverage of Indianapolis where there are more than 121,945 families by Post Office count. No newspaper enjoys greater distinction in public service than the *Times*; and its importance as a medium for advertising from the standpoint of mathematical coverage is also clearly demonstrated.

Indianapolis Times

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York; Chicago



HOWARD Growth

THE Terre Haute *Post* gains 1,122 circulation for the year and reports to the Government a total net paid average of 20,336 for the six month period ending September 30. In two years circulation gain exceeds 78%. According to the latest available figures, the *Post* leads all other Terre Haute newspapers in total circulation exclusive of mail or r. f. d. In an industrial city such as Terre Haute, most advertisers will prefer the urban coverage which the *Post* offers. In advertising linage, the *Post* gained 977,802 lines in 1926 and gained 309,024 lines in the first nine months of 1927.

Terre Haute Post

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles, Portland, Seattle



SCRIPPS-HOWARD

THE El Paso *Post* gains 3,490 over the corresponding six month period of last year and announces a new total circulation of 17,500. During the first eight months of 1927, the *Post* gained 552,097 lines of advertising, leading both other papers in local display. The *Post* has more carrier-delivered circulation than there are main trunk line telephones and more city circulation than there are water meters in El Paso—a complete coverage through one newspaper. The high price of cotton has brought great prosperity to the El Paso district.

El Paso Post

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Represented by ALLIED NEWSPAPERS, INC., 250 Park Avenue, New York

Chicago,



HOWARD *Growth*

THE New Mexico *State-Tribune* is the leading and most influential newspaper in New Mexico. Net paid circulation for the six month period is 12,529—a gain of more than sixteen per cent. The *State-Tribune's* list of national accounts reads like a "Who's Who" of national advertisers. *State-Tribune* circulation is won and held solely on reader-merit—no premiums, no contests, no free introductory subscriptions—100% net real circulation.

New Mexico State-Tribune

A Scripps-Howard Newspaper

Member of the A.B.C.

Member of the United Press

Chicago, Detroit, Atlanta, San Francisco, Los Angeles, Portland, Seattle

Oct. 6, 1927



Poultry Buys Us Many Luxuries *City-Folks Can't Afford*

HATCHING 20,450 chicks a year, average, the subscribers to the poultry papers named below realize from them—in the sale of eggs and "spring chickens"—an income sufficient for practically any nationally advertised article. In a recent investigation it was found that 76% own at least one automobile, while 23% own two or more cars.

Hints to National Advertisers

The big sales opportunity existing among poultry raisers can be grasped most easily and surely by reaching them through the media closest to their interests naturally. These poultry papers have a monthly circulation of more than a quarter of a million.

Poultry Tribune
Mount Morris, Illinois

American Poultry Journal
Chicago, Illinois

Expanding a Leader into a "Line"

Forthcoming Campaign on Elcaya Face Creams Is Based on Study of Consumers' Buying Habits

SUCCESS in the field of national advertising has often been due to the adoption of a policy of simplification and concentration. That is to say, many concerns have chosen one item from a line of miscellaneous products, and by putting advertising and special sales effort behind it, have made the item a leader.

After the leader has become established, it is sometimes discovered that sales reach a certain high level and then seem unable to go very much higher. Neither increased advertising nor extra selling efforts among jobbers and retailers seem to show corresponding increases in sales. The operation of the principle which made the leader successful up to a point, seems to fail when it comes to carrying the success beyond that point. What often happens, however, is not a failure of an advertising principle but the development of new trends in consumer buying habits.

Changes in consumer buying habits are going on all the time. The trouble is that a great many national advertisers solve a problem once and then think it is solved forever. Success begets a little too much confidence in their own infallibility. They forget that the advertising of their product is only one of thousands of influences which are acting on the consumer all the time. Two of the most potent of these influences just now are (1) the spread of the style idea to almost every class of commodity and (2) the universal tendency in every field toward specialization.

Style and specialization are more active today than at any period in the history of merchandising. The effects are observable everywhere in the endless procession of new models constantly being announced in wearing apparel, personal merchandise, toilet articles, costume jewelry, household appli-

ances, and of everything else from automobiles to cigarette lighters. In no field has style and specialization brought forth a more bewildering and alluring array of new articles than in the field of complexion preparations. What is happening in this field has its lessons for manufacturers in other fields.

Twenty-five years ago there were two "war-paint" markets—private and theatrical—the first totaling large on a limited number of items, and the second spreading more or less evenly over a large number of items. Today, the private market comprises a far larger number of items than the theatrical market and in far larger quantities. The private market of the present is not merely one market but several. There are groups of preparations for every portion and subdivision of the anatomy. Some of these uses or departments are subdivided. Skin treatment with creams, for example, is a subject all by itself, albeit associated with skin treatment with powders.

FIRST-HAND INFORMATION

How has style and specialization in the complexion field affected the buying habits of women on face creams? The Elcaya Company, makers of Creme Elcaya, thought it would like to have some first-hand information on the subject. It undertook a three-months' investigation in the principal cities of the United States among drug jobbers, department store buyers, retailers and women who use face creams. This investigation makes it very clear that the style influence is very important in creating brand preferences for face creams. And it brought out the fact in a dramatic manner that an opportunity existed for selling other creams under the style prestige which is enjoyed by Creme Elcaya; for it was found that many women have long wanted

related companion creams to Creme Elcaya, which is the original Elcaya Cream.

Creme Elcaya has been on the market since 1901. The business was established by James C. Crane, who, starting on a capital of \$4.50, built it up to national distribution on a policy of selling it to the best stores only. His first customer was B. Altman & Co. Newspaper and magazine advertising, demonstrators and free samples distributed by the million were used at various times. In January, 1926, the business was sold to the Northam Warren Corporation. Besides Creme Elcaya, which is a foundation cream, the line of Elcaya products included a number of other items, among them a cold cream for cleansing, an astringent cream and a tissue cream. None of them had been advertised but Creme Elcaya. During the year and a half since the business was sold to the Northam Warren Corporation, Creme Elcaya has been extensively advertised through national magazines.

As a result of the investigation referred to, the company, which will continue to use the name, the Elcaya Company, has decided to begin a campaign of national advertising to the consumer in which it will feature three face creams instead of one. Heretofore, Creme Elcaya has been the advertised leader of the line. Beginning this fall, the advertising will feature the "line." Pages and half pages will be used to reach the consumer in a list of general and women's periodicals. Trade publications reaching jobbers, department store buyers and retail druggists carry announcements of the campaign. A page advertisement in the September issue of one trade periodical is captioned, "Northam Warren Announces New Plans for Elcaya: Two other creams to be advertised with Creme Elcaya." The message to the dealer reads:

This month Elcaya Cold Cream and Elcaya Witch Hazel (astringent) Cream are going to make their advertising bow—taking their place in the spotlight with Creme Elcaya, the original Elcaya Creme.

Creme Elcaya has been famous for

twenty-five years as a marvelous powder base. Advertising has helped make it a bigger seller during the year and a half of Northam Warren ownership. And now through the leading national magazines we are going to tell millions of women about the superb qualities of the other Elcaya Face Creams.

Elcaya Cold Cream and Elcaya Witch Hazel (astringent) Cream as well as Creme Elcaya, have long been known to dealers for their purity, the rare quality of their ingredients and their careful blending.

Elcaya Face Creams are good creams to recommend to your customers. And remember that now with advertising back of them you have a better opportunity to sell three Elcaya Creams instead of only one.

Keep the three Elcaya Creams in stock and keep them prominently on display.

Ask the Northam Warren salesman about the new Elcaya deal that means more profit to the dealer.

The consumer advertising, which starts with the October issues of the national magazines, shows package illustrations of all three creams. The copy presents the three creams separately, first Creme Elcaya, then Elcaya Cold Cream and last Elcaya Witch Hazel (astringent) Cream. There is a coupon and trial offer—"I enclose 10 cents for trial tubes of Elcaya Cold Cream, Creme Elcaya and Elcaya Witch Hazel (astringent) Cream."

The Northam Warren sales force handling the Cutex line of manicure specialties will handle the Elcaya line as well. The two lines are sold to the same jobbers, retailers and consumers.

C. E. Rosenfelt Joins Experimenter Publishing Company

Charles E. Rosenfelt, formerly manager of the People's Home Journal Pattern Company, New York, has been added to the executive staff of the Experimenter Publishing Company, New York. At one time he was advertising manager of *Everybody's Magazine*. He has also been with The Crowell Publishing Company.

Don Gilman Joins National Broadcasting Company

The National Broadcasting Company, San Francisco, has appointed Don E. Gilman as manager of the Orange network of radio stations on the Pacific Coast. He was recently with the Sunset Press, of that city and formerly had been with *The Christian Science Monitor*.

Advertisers Uphold Agency Commission System

Federal Trade Commission Gets Opinions of Advertisers Who Place Advertising Direct

(Special by Wire, Chicago, Oct. 3)

EVEN though his company is not using an advertising agency, A. E. McKinstry, vice-president of the International Harvester Company, testifying before the Federal Trade Commission here today, warmly commended the agency commission system. He told the Commission, furthermore, that his company made no effort to collect the agency discount on advertising it placed direct.

"We are not entitled to it," he said, "and the agency unquestionably is, because the agency representing the advertiser performs a distinct and valid service."

Mr. McKinstry's testimony was the climax of the first day's hearing of the Commission's case against the American Association of Advertising Agencies, American Newspaper Publishers Association, Southern Newspaper Publishers Association, Six Point League and the American Press Association.

Eugene N. Burr, attorney for the Commission, directed all the questioning in an effort to prove that advertising is interstate commerce and to establish what he terms the rights of advertisers and publishers to do advertising in a market free of artificial regulations of commissions. He delved into commissions, space rates and the alleged refusal of publishers' associations to recognize agencies that split commissions with the advertiser.

"Out of more than \$2,000,000 spent for advertising during 1926," said Mr. McKinstry, "about 12 per cent went into newspapers. This is placed entirely without reference to rates. We started with an agency in 1902, but quit in 1911. Since then we have been handling all our advertising direct. This is done, not because we do not realize the service an agency can render, but because the advertising of our

line of merchandise is highly specialized and technical and because we desire to work closely with our 136 branch houses. These managers place their own advertising and write their own copy if they so desire. Sometimes they get the local newspaper rate, but this is not the object of our system."

Testimony along the same general line was given by W. W. Jaques, president of Jaques Manufacturing Company, maker of KC Baking Powder, who also places his advertising direct. He insisted he does not save money by not employing an agency, but that he prefers to write his own copy, "because we know more about baking powder than any outsider can know." Mr. Jaques, however, insists on a net rate, and says he gets it from newspapers which accept his advertising. Otherwise, the copy is not placed.

H. P. Roberts, sales and advertising manager of the Pepsodent Company, declared newspaper advertising is a necessary factor in obtaining consumer acceptance. His company spends approximately \$600,000 a year in newspapers. "This," he said, "is placed through an advertising agency because the best results are obtained by that method. The agency gets the regular commission and does not divide with us."

L. B. Palmer, secretary of the American Newspaper Publishers Association, explained the system his organization uses in recognizing agencies. After full information about an agency is gathered, it is sent to the agency committee members and a majority vote determines whether the agency is accepted.

The American Newspaper Publishers Association's list of recognized agencies, testified George A. Noe, president of the Chicago Newspaper Representatives Association, is used as the basis for his

organization's recognition of agencies. However, absence of a name from the list does not militate against an agency's recognition. The association makes its own investigation whenever necessary and uses its own judgment.

The attorneys representing the various associations expressed themselves as well pleased with the result of the first day's session. Clark McKercher, of New York, represents the agency association; J. F. Finlay, of Chattanooga, the Southern Newspaper Publishers Association; Harold S. Rankin, of New York, the American Newspaper Publishers Association and the Six Point League. James Young, president, and James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, attended the first session. John W. Addison, trial examiner, is presiding. The hearing is scheduled to last all week. Night sessions will probably be held.

Death of Charles B. Marble

Charles B. Marble, vice-president and secretary of The Priscilla Company, Boston, publisher of *The Modern Priscilla*, died October 2 at Boston in his fifty-second year. He was also managing editor of *The Modern Priscilla* and secretary of The Southgate Press, Boston, at the time of his death.

Mr. Marble was a former president of the Advertising Club of Boston and was also one of the first presidents of the Better Business Bureau of Boston, of which he was an organizer.

A. L. Wheaton with The Mulford Company

Arvin L. Wheaton, formerly representative of the Localized Advertising Company, Detroit, has joined The Mulford Company, Detroit, advertising printers, in the same capacity.

"Hotel Bulletin" Appoints M. H. Seixas

M. H. Seixas has been appointed manager of the New York office of the *Hotel Bulletin*. He was formerly with the *Automotive Daily News*, New York.

Buffalo Agency Adds to Staff

Robert Fellows has joined the copy staff of the E. P. Remington Advertising Agency, Inc., Buffalo, N. Y. He was formerly engaged in advertising specialty work.

Ordinance Limits Advertising of Bankruptcy Sales

The Board of Aldermen of Fayetteville, N. C., has passed an ordinance restricting the length of time over which bankruptcy sales may be advertised. The ordinance states that "it shall be unlawful for any person, firm or corporation doing business in the City of Fayetteville, to advertise any sale under the name of a "Bankrupt Sale" or other sale for a longer time than ten days."

Any person, firm or corporation violating this ordinance, under its terms, is subject to a fine of \$5 for each day such sale is advertised in excess of ten days.

Market Research Council to Meet

The Market Research Council, of New York, will meet on October 14, for a discussion of "Market Research as Applied to Trading Areas." Everett R. Smith, advertising manager of the Fuller Brush Company, will be the speaker. He will outline the plans of the Association of National Advertisers in respect to this subject.

This is the second meeting on this subject. The first speaker was Frederick D. Wood, director of the marketing division of the International Magazine Company.

P. B. Noyes Writes Novel

Pierrepont B. Noyes, president of the Oneida Community, Ltd., Oneida, N. Y., manufacturer of Community and Tudor plated silverware, has written a novel called "The Pallid Giant." It is being published by the Revell Press, New York. Following the war Mr. Noyes was American Commissioner of the Rhineland.

Canadian Pacific Hotel Appoints Ray D. Lillibridge

The Royal York Hotel, which is being erected at Toronto, Ont., by the Canadian Pacific Railway, has appointed Ray D. Lillibridge, Inc., New York advertising agency, to direct its advertising account.

New Advertising Business at Baltimore

C. M. Crossley and Walter V. Igleshart have started an advertising business at Baltimore. Mr. Crossley has been engaged in department store advertising work for twenty years. Mr. Igleshart was with the Baltimore Sun for seven years.

New Account for Seattle Agency

The Roman Meal Company, Seattle, Wash., has appointed J. Wm. Sheets, Inc., Seattle advertising agency, to direct its advertising account.

*A distinctive list of leading manufacturers**

contributed to making THE SHRINE MAGAZINE for October the largest in advertising lineage and revenue to date.

* INCLUDING:

- Listerine
- Plastic-Wood
- Mohawk Rugs
- Bayer's Aspirin
- Boston Garters
- Foot-Joy Shoes
- Camel Cigarettes
- McCoy's Tablets
- Murad Cigarettes
- Fatima Cigarettes
- Karpen Furniture
- Hupmobile - Eight
- Old Briar Tobacco
- Vertex File Pockets
- Allen-Speigel Shoes
- Molle Shaving Cream
- Champion Spark Plugs
- Nelson's Encyclopedia
- Lucky Strike Cigarettes
- King Band Instruments
- Ingram's Shaving Cream
- Barbasol Shaving Cream
- Fidelity Mortgage Bonds
- Yale & Towne Hardware
- Palmolive Shaving Cream
- Holton Band Instruments
- Johnnie Walker Cigarettes
- LaSalle Extension University
- Alexander Hamilton Institute
- Kellogg's Tasteless Castor Oil
- Brunswick-Balke Billiard Tables
- National Union Mortgage Bonds
- International Correspondence Schools
- National Lumber Manufacturers Association

THE SHRINE MAGAZINE

1440 Broadway • New York

Phone: Pennsylvania 7827

Tribune Tower
CHICAGO

Little Building
BOSTON

Oct. 6, 1927

The advertisement consists of five separate panels, each containing a black and white photograph of a woman modeling a different garment.

- Top Left Panel:** A woman in a dark coat with a belt, standing in a doorway. Below the photo is the caption: "The Belt Appears on Formal Coats".
- Top Right Panel:** A woman in a light-colored coat with a belt, standing in a doorway. Above the photo is the heading "PARIS Points the Way to Winter Chic". Below the photo is a short article.
- Middle Left Panel:** A woman in a dark coat with a belt, standing in a doorway. Below the photo is the caption: "A Satin Brocade Models the Woolline".
- Middle Right Panel:** A woman in a dark coat with a belt, standing in a doorway. Below the photo is the caption: "Sheer Velvet is Trendsetting in Style".
- Bottom Center Panel:** A woman in a dark coat with a belt, standing in a doorway. Below the photo is the caption: "A Discreet and Velvet Evening Gown and".
- Bottom Right Panel:** A woman in a dark coat with a belt, standing in a doorway. Below the photo is the caption: "One with them. Now! Rayonette's Velveteen".

Chic in CHARM

ONE phase of Charm that makes for its predominant favor with the upper tier in New Jersey is its fashion authority.

Charm's fashion news is authoritative—straight from Paris—and presented with the verve of the finest of national magazines.

Fashions—foods—furnishings—the social and local interests of New Jersey people—all presented with distinction—all serve to round out Charm in the favor of New Jersey's finest 80,000 people.

CHARM

The Magazine of New Jersey Home Interests

Office of the Advertising Manager
28 West 44th Street, New York

Advertising in LA PRENSA of Buenos Aires reaches all classes in the rich Argentine Republic

During the first seven months of 1927, LA PRENSA published an average of **1,264,758** lines of advertising monthly, exceeding its nearest competitor by **290,840** lines monthly. This includes advertising of all kinds.

In circulation also, LA PRENSA maintained its leadership, its average net distribution for the first seven months being **327,851** on Sundays and 248,670 daily and Sunday.

There are other yard sticks of newspaper value, notably prestige, news and features. Any journalist will tell you that it was excellence in these categories that first earned for LA PRENSA its reputation as "South America's greatest newspaper."

JOSHUA B. POWERS

Exclusive Advertising Representative

250 Park Avenue

New York

A Year-Round Selling Program for the "Community Chest"

What Some Practical Sales and Advertising Executives Did for Organized Charity in Hartford, Conn.

By Everett R. Smith
Of The Fuller Brush Company

[EDITORIAL NOTE: Advertisers and men engaged in advertising work in almost every community are continually called upon by philanthropic organizations for help and assistance in shaping advertising plans and policies for such institutions whenever a campaign for funds is under way. Too often, to the regret of the men who know advertising, their advice is used in the most haphazard fashion with the result that the effort does not bring the best returns. Advertising men in Hartford have worked out a plan whereby they control the work they do for charitable organizations in that city. That plan is described in the article which follows.]

ALMOST any new proposition goes over well at the start. There is enthusiasm and novelty back of it. After a while, however, that enthusiasm and novelty wear off—it becomes an old story and the public has to be resold.

This is the experience which group-giving in the form of community chests has been passing through in almost every city where they have been organized. Hartford was an example of this.

Hartford has had an enviable record of going over the top in every drive or campaign for funds for community work in recent years. For two years the Community Chest campaign went over the top with a big margin to spare. Then the campaign became an old story. The third year the contributions fell short.

The year when it fell short men who were successful in the sales and advertising phases of their own businesses were called into conference by those in charge of the campaign. A survey of the situation showed that the Community Chest idea was boomed for a little while at the time of the annual campaign and then the public was allowed to forget it. When the next campaign came along, the public had no realization that its money had been economically and

wisely spent. The only thing the public realized was that here was the Community Chest again, asking for close on to a half-million dollars.

After some very vigorous discussions of the whole situation, the advertising work of the Community Chest was reorganized and placed in charge of a group of experienced sales and advertising executives. One man was made chairman of a Public Information Division of the Hartford Community Chest and with the approval of his associates on the committee, assumed final authority on all matters of publicity and advertising.

Right here was one of the most important factors in the campaign. In Hartford there are twenty-eight public welfare organizations in the Chest, each one of which has its own ideas and its own interests. Each is naturally very keen for its own particular work. To meet the complications that this condition created the chairman of the public information division decided to be "hard-boiled." He sat down with his committee to work out a definite sales plan. Every proposal submitted by any member of the Chest was looked at purely from one viewpoint. Would it help sell the Community Chest idea to the public and keep it sold? If not, out it went. Consideration was given wherever possible to the interests of the various agencies, but all interests were subordinated to the one main factor of putting over the Community Chest to the public. Organizations which had shunned the light of publicity, fearing that it would hurt people's feelings and for other reasons, but which were found to have a real human interest story in them, were dragged out into the light of day,

despite the shrinking protests of their workers and their board of directors. Other philanthropic agencies, which had pet publicity ideas, were listened to carefully and tactfully told to run along and play as far as that idea was concerned, unless it fitted in to the very definite sales program of the committee.

To accomplish all this was no easy job. To weld a definite sales policy for the Community Chest, and to hold all of the varied interests of the Chest in line took months. Many of the executives of the Chest, the public-spirited citizens who comprised its officers and board of directors were not familiar with advertising problems. Their prejudices and viewpoints had to be given consideration and discussion. However, when it came to the matter of a show-down the Public Information Committee invariably took a positive stand and had its way. Much to the credit of the officials of the Chest, be it said, they backed up the Public Information Committee, although they did not always agree with its stand.

In previous years the Community Chest Publicity Committees have tried to follow out everybody's pet ideas. They have tried to use all kinds of methods of getting these ideas to the public. The present committee has followed the sales policy which any successful manufacturer follows, namely of picking out one main theme and sticking to it and carrying this theme out only in those mediums which are most valuable and most essential within the scope of the funds available for advertising and promotion. This plan has been in effect since the beginning of this year.

The result is that the public has been kept sold during the year on the Community Chest and its activities and what it is doing with the public's money. Furthermore, the public has been kept sold on the need for that money and the good that it is accomplishing, with consequent benefits to the public at large—recipients and givers both.

This experience in Hartford has shown the value of sound sales and

promotion methods applied to the Community Chest, and their success when applied, not as a spasmodic, one-time proposition when the drive is in progress, but as a year-round program.

Carborundum Buys American Resistor Company

The Carborundum Company, Niagara Falls, N. Y., has acquired a controlling interest in the American Resistor Corporation, Milwaukee, manufacturer of non-metallic electrical heating elements, etc., sold under the name of "Globar." The business will be continued under the name of the Globar Corporation.

J. K. Heffernan with California Petroleum Corporation

James K. Heffernan, formerly copy and production manager of the Seattle office of Hall & Emory, Inc., advertising agency, has been appointed publicity director of the California Petroleum Corporation of Washington, also of Seattle.

P. K. Crocker Joins Shadex Company

P. K. Crocker, formerly sales and advertising manager of John Schoonmaker & Son, Newburgh, N. Y., has been appointed research director of the Shadex Company, Springfield, Mass., manufacturer of Shadex fiber fabric window shades.

E. G. J. Gratz Heads International Electrotypes

E. G. J. Gratz, president of the Standard Electrotyping Company, Inc., Pittsburgh, has been elected president of the International Association of Electrotypes of America, at the annual convention recently held at New York.

New Art Service at New York

The Advance Art Service, a technical and advertising art business, has been started at New York by W. E. Cosgrove, F. W. MacDonald and C. L. Metzler. Mr. MacDonald was recently art director of the A. G. Hagstrom Company, New York, with which Mr. Cosgrove and Mr. Metzler were associated.

Dexter Poultry Appoints Frank Presbrey Agency

The Dexter Poultry Company, New York, Sunnyfood fresh killed poultry, has appointed the Frank Presbrey Company, New York advertising agency, to direct its advertising account. Newspapers and direct mail will be used.

Going After Your Share in ARGENTINA

Year after year, there is a steady increase of United States exports to ARGENTINA.

The new opportunities that are opening up almost daily for the sale of both luxuries and necessities are being turned into present profits and future gain as well, by forward-looking exporters of the United States.

LA NACION *of Buenos Aires*

is the "royal road" to this ever-growing market and its expanding needs.

LA
NACION
Dominates
the
Argentine
Market

Shrewd advertisers are prompt to observe that LA NACION is the preferred medium for both local and foreign advertisers, constantly increasing its leadership over its nearest competitor, in its volume of display lineage in all classifications.

They conclude—and rightly so—that LA NACION is the logical medium for reaching the buying-power of a great and growing market—ARGENTINA.

Your share of this expanding business awaits you. But it requires going after, in the right way. May we help you?

We invite inquiries about the possibilities for your goods in ARGENTINA.

"Ask LA NACION
about ARGENTINA"

"Ask ARGENTINA
about LA NACION"

S. S. KOPPE & CO., Inc.,
Publishers' Representatives

Times Building

New York City

Bryant 6900

The Coming Competition between Ford and General Motors

Mr. Sloan of General Motors Does Not Foresee a "Battle of the Giants"

By Alfred P. Sloan, Jr.

President, General Motors Corporation

MANY of our newspapers and magazines seem to be devoting more or less space to a discussion of the relative position of General Motors and Ford as important factors in the automotive industry, their present relation and their future relation.

Now, I have tried to consider the question from all sides, and it seems to me it is not such a complicated problem as it is made out to be. I have been in the automotive industry from the beginning. As a matter of fact, I might almost say I was in it before the beginning and that reminds me of a rather interesting incident.

As the industry was just starting, I was in the manufacturing business in the East. We had a product, the Hyatt roller bearing, which was applicable to the motor car and we had supplied some of our product to many experimental vehicles. It is hard to appreciate it now, but at that time anyone experimenting with a motor car was looked upon almost in the same category as if they were trying to discover perpetual motion. Finally, out of those experimental efforts came the starting of the industry.

Many of you probably remember that our first job was to prove to the public that the cars would really run. The automobile shows came into the picture and in the earlier shows in the old Madison Square Garden at New York there was a track and as the cars were operated around a track under their own power, the public looked on. The company I was with at that time had a small exhibit up in the balcony and all day long people

Part of a talk delivered September 28 before a group of automobile editors of American newspapers.

came along who were thinking of going into the industry. Among them was Mr. Ford and I not only made his acquaintance at that time but succeeded in interesting him in our product.

As a result of all this, Mr. Ford became our best customer. As a matter of fact, my start in life was greatly helped by the support that Mr. Ford gave our little business at that time. This brought me in close touch in those early days with Mr. Ford and his organization, their viewpoints and ambitions.

I, naturally, was trying to sell our product to all those who were going into the industry and for some years after that it was a frequent occurrence to be shown designs or experimental models which were supposed to enter into competition with Ford, but the trouble was the people who had those models did not have the basic idea that Mr. Ford had: viz., the lowest possible price. I do not think many of us appreciate the tremendous debt that we owe Mr. Ford for not only his conception of the idea, but his sticking to it. Other people who had the idea did not stick to it—they permitted their cars to get more costly and therefore lost their position.

WHAT WILL THE NEW FORD BE LIKE?

I mention all this because the same thing applies, as I see it, to the situation at the present time. If the past is any indication of the future, the new Ford car will be a car that will appeal to a great mass of people. Naturally, that car must meet present conditions, but the basic idea is likely to be the same. General Motors is in quite a different position. General Motors' idea is to make

The INTERPRETER'S HOUSE

There is a certain justification in calling this particular time in America a Renaissance. Never before have great cross sections of Americans shown so active and intelligent an interest in the good things of life. Judged solely from a materialistic standard, if you will, the prices paid for objects of art by a large group of American collectors would have been undreamed of a few generations back.

INTERNATIONAL STUDIO (*associated with The Connoisseur*) acts as the interpreter's house for America's Renaissance. It gathers for the alert advertiser a compact group whose response to any sales message that touches their interests is assured. It is the happiest of meeting places for the seller of goods that enrich life and for those who are eager to purchase.

A great magazine creates a great audience.

INTERNATIONAL
STUDIO
associated with
THE CONNOISSEUR

NEW YORK, 119 West 40th Street

CHICAGO, 25 No. Dearborn St. BOSTON, 5 Winthrop Sq.
LONDON, 1 Duke St., S. W. 1 MILAN, Via Bossi, 10
SAN FRANCISCO, 822 Kohl Bldg. PARIS, 15 Rue Vernet

Oct. 6, 1927

Oct.

Competing for men

Magazines—whether they be classified
—compete for just one thing—the am-
gives to reading. ¶ Of necessity there
¶ However this fact is significant. O
invested by the retail druggists.

American Druggist

The Pharmaceutical Business



A wealth of illustrations. Good covers.
Large type page. Unbiased editorial
policy. Specialized service departments.
A business magazine
for business men in
the drug trade field.

or me reader's time!

be classed as general—class or trade
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cess here is selection—elimination.
signant. Over \$5,000.00 a month is
l druggists of the country to read

American Druggist

A Special Business Paper

The circulation of the American Druggist is concentrated in profitable urban market where is done 75 per cent of the total drug business of the country.



Oct. 6, 1927



CANADA



Amazing Sales Possibilities

With a near-record crop—
 Mines and forests at peak production—
 Factories working overtime—
 A record-breaking tourist season—
 A gigantic building program—
 Good times from coast to coast—
 And well-based confidence everywhere—

Nine Million Canadians Are Spending Money as Never Before!

And the best way to reach them,
 with the story of your products,
 is to advertise in these—

Daily Newspapers of Canada

Prairie Market

	<i>Paper</i>
Winnipeg, Man.	"Free Press"
Winnipeg, Man.	"Tribune"
Regina, Sask.	"Leader & Post"
Moose Jaw, Sask.	"Times-Herald"
Saskatoon, Sask.	"Star & Phoenix"
Lethbridge, Alta.	"Herald"
Edmonton, Alta.	"Journal"
Calgary, Alta.	"Herald"

Maritime Market

St. John, N. B.	"Telegraph-Journal & Times-Star"
Halifax, N. S.	"Herald & Mail"
Halifax, N. S.	"Chronicle & Star"
Charlottetown, P. E. I.	"Guardian"

(All Members of A. B. C.)

Pacific Market

	<i>Paper</i>
Vancouver, B. C.	"Province"
Victoria, B. C.	"Colonist"

Quebec Market

Montreal, Que.	"Gazette"
Quebec, Que.	"Le Soir"
Quebec, Que.	"L'Evenement"

Ontario Market

Toronto, Ont.	"Globe"
Toronto, Ont.	"Star"
Toronto, Ont.	"Telegram"
Hamilton, Ont.	"Spectator"
Kitchener, Ont.	"Record"
Kingston, Ont.	"Whig-Standard"
Peterboro, Ont.	"Examiner"

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a car of greater luxury than the Ford—a car that properly belongs to the next higher price class. With every price car there is a definite market. This applies to the Cadillac as well as it does the Ford. Any manufacturer that will give to the public a definite number of dollars' worth of value and do it constructively and honestly, will get a certain proportion of the market that belongs to that number of dollars. It is purely a question of giving the public honest value.

There is plenty of opportunity in the world today for Mr. Ford to give the public honest value, which of course he will do, with the result that he will sell an enormous number of cars per year, and there is an equal opportunity for General Motors to give the public honest value at a higher price and likewise sell a very large number of cars per year. To make a long story short, it seems to me that both Ford and General Motors are governed by the same economic principle: viz., to give the greatest possible value in their respective price classes.

Nash Motors Report Gain in Net Income

The Nash Motors Company, Kenosha, Wis., for the quarter ended August 31, 1927, reports a consolidated net income of \$6,298,525, after charges and Federal taxes, against \$5,566,281 in the preceding quarter and \$4,643,658 in the third quarter of the previous fiscal year.

Net income for the first nine months, after charges and Federal taxes, of the current fiscal year, amounted to \$15,790,260, against \$14,791,991 in the corresponding period of the previous year.

E. D. Berry with Meyer-Rotier-Tate Printing Company

Edward D. Berry, for three years director of advertising for the United Typothetae of America, Chicago, has taken charge of the direct-mail advertising department of the Meyer-Rotier-Tate Printing Company, Milwaukee.

Burroughs Adding Machine Net Profit Increases

The Burroughs Adding Machine Company, Detroit, Mich., for the six months ended June 30, 1927, reports a net profit of \$3,113,265, after charges and Federal taxes, against \$2,803,244 for the first half of 1926.

New Accounts for Detroit Agency

The Miller-Storm Company, Inc., home builder, the Wolverine Trailer Corporation, Wolverine trailers and fifth wheels, and the Detroit Lacquer Company, Delaco lacquers, paint removers, etc., all of Detroit, have appointed Rolfe C. Spinning, Inc., Detroit advertising agency, to direct their advertising accounts.

The Seneca Electric Welder Corporation, manufacturer of the Seneca electric arc welder, Seneca, Kans., has also placed its advertising account with this agency.

Schimpff-Miller Agency Opens Chicago Office

The Schimpff-Miller Company, advertising agency of Peoria, Ill., has opened a Chicago office. It will be conducted as a separate and complete agency.

Stuart B. Potter, formerly associated with the Frank M. Comrie Company, Chicago advertising agency, and, more recently, with the Peoria office of the Schimpff-Miller Company, has been appointed manager of the new Chicago office.

Metal Ware Account to Buchen Agency

The Metal Ware Corporation, Two Rivers, Wis., maker of electric percolators, household appliances, and educational toys, has appointed The Buchen Company, Chicago advertising agency, to direct its advertising account. This appointment is effective January 1. Trade papers, women's publications, and boys' magazines will be used.

Standard Farm Papers Add R. H. Cromwell to Staff

Robert H. Cromwell has been added to the Chicago sales staff of the Standard Farm Papers, Inc. He was formerly associated with McKinney, Marsh & Cushing, Inc., Detroit advertising agency, and with the Dearborn Independent, Detroit.

Portland, Me., "News" Appoints Powers & Stone

The Portland, Me., News, which started publication as an evening newspaper October 3, has appointed Powers & Stone, Inc., publishers' representative, as its national advertising representative.

Harry Harding, Jr., with Wolcott & Holcomb

Harry Harding, Jr., has been placed in charge of production of Wolcott & Holcomb, Inc., Boston advertising agency. He was recently with the American Lithographic Company, New York.

The Lumber Industry Goes in for Association Advertising

At Least Sixteen Associations in This Industry Are Sponsoring Group Campaigns

By Hiram Blauvelt

Vice-President, Comfort

Coal-Lumber Co., Inc.

IN many ways, a basic industry whose product is a staple, enjoying a steady public demand, is at a disadvantage. The very fact that its merchandise moves without intensive selling efforts tends to lull that industry into a false sense of security and results in inattention to changes in marketing conditions and consumption.

Lumber has been no exception to this. Sometime ago it was said that there were twenty-eight substitutes for lumber all bidding for a share of the lumber market. Again, lumber manufacturers have been bothered with fluctuating markets and have often been forced to take losses just to keep mills running. The trouble has been that everyone thought "lumber was just lumber."

Some years ago there was practically no lumber advertising at all. Being a basic material it had to sell itself for what price it could get for itself. It was reasoned people had to have lumber. This tune has since changed, however, and now the leading lumber manufacturers realize lumber must be sold as well as any other staple or basic product, and some of them are doing a very nice job in going about selling it.

A pioneer in individual lumber advertising is the Long-Bell Lumber Company which usually is credited as being the first to trademark lumber and advertise it nationally. The Long-Bell company has been advertising continuously for nine years and reports full satisfaction with that investment. Since its inception, Long-Bell advertising has been appearing in national periodicals, lumber trade journals, architectural publications, building publications and, from time to time, in news-

papers. Its creosoted products are advertised in farm papers. The company's retail service is very complete consisting of an elaborate home plan service and also includes plans for farm buildings. Numerous folders and booklets for direct-mail advertising, newspaper cuts and copy for local newspaper advertising, picture slides, educational films, miniature house and barn models and various other items are furnished retail lumber dealers free.

Another national advertiser is the Weyerhaeuser Forest Products Company which has done some valuable research on the best use of lumber for crating, boxing, etc., and has also done some good advertising to sell home-ownership to the same 65,000,000 people or more in our country who do not now own their own homes. It has also done some very valuable educational work against shoddy building.

Most lumber advertising, however, is being done through the agency of associations, usually grouped according to the species of tree or wood manufacture. It might be well to take them up individually.

I. SOUTHERN PINE ASSOCIATION

The Southern Pine Association has been advertising ever since its inception in 1914. The major part of its appropriations is devoted to copy in national, sectional, general, trade and class publications and newspapers.

Besides space advertising, educational, research and trade extension work is always in progress, and a specially trained force of field representatives is constantly active and circulating in the interests of Southern Pine.

The fall program this year has



If, Contrary to Fact

IF the editorial policy of National Petroleum News were to be shifted to less expensive methods, we could "save" many thousands of dollars the first few months. But thereafter subscriptions would dwindle and advertising volume would shrink away because National Petroleum News would no longer maintain its outstanding reader-interest.



A WEEKLY NEWSPAPER FOR PRODUCERS, REFINERS, MARKETERS

Edited from

World Bldg. 35 E. Wacker Drive 342 Madison Ave. West Bldg.
TULSA, OKLA. CHICAGO NEW YORK HOUSTON, TEX.

Petroleum Securities Building — LOS ANGELES

Published from
1213 West 3rd Street, CLEVELAND

been arranged and it is now definitely planned to continue a vigorous campaign in leading magazines, in trade, technical, industrial, railroad, textile and farm publications, and in newspapers.

Appropriations have reached as high as \$225,000. The Southern Pine Association deserved much credit for its work in "grade-marking" as distinct from "trademarking."

II. OAK FLOORING BUREAU

The Oak Flooring Bureau has been organized and advertising for some nineteen years, averaging a total expenditure of about \$100,000 annually. Most of the advertising copy has been designed directly to increase the use of oak flooring, and to educate dealers, floor layers and carpenters to make better jobs in floor laying and finishing.

The Bureau furnishes a dozen or more different dealer helps, such as booklets, envelope enclosures, electrotypes, enamel wall signs, decalcomanias, etc., all free of cost.

The advertising is carried in twenty-nine national periodicals including several business papers. Last year over 2,000,000 pieces of printed matter were mailed out to dealers and consumers selling the idea of oak flooring, and many thousands of miscellaneous requests for general information and advice from both dealers and consumers were handled by experts on all kinds of flooring problems maintained for this purpose.

Since 1909, oak flooring consumption has increased over 1,200 per cent for which credit is largely given to the Bureau's advertising. That is a very notable achievement in the face of many substitute floor coverings on the market such as flooring cements, rubbers, and other composition floorings.

III. FLORIDA DENSE LONG LEAF PINE MANUFACTURERS

This association was organized early in 1925 for the purpose of advertising and general trade extension activities. The association is composed of practically all the larger producers of Long Leaf

Yellow Pine in the State of Florida. Activities have consisted of poster advertising, newspaper advertising, lumber journal advertising, personal contact by means of field representatives, and a very extensive direct-mail campaign.

Present activities consist of a direct-mail campaign. The association has a staff of field representatives who call on the lumber users mentioned above throughout the territory outlined.

Expenditures are in excess of \$100,000 a year. The appropriation is raised through every member mill contributing \$1 per 1,000 board feet on its individual production.

IV. CALIFORNIA REDWOOD ASSOCIATION

This association has been advertising in a national way under its present basis since June, 1926, and will continue uninterruptedly through 1927. The annual budget totals \$125,000. It will be spent largely in advertising in house and home periodicals, women's magazines, farm journals, architectural and other publications.

Statistical reports show a heavy increase in volume which has been further added to and maintained despite decreases in the actual volume of construction and building permits. Sales resistance among dealers has been greatly lessened, and new dealer accounts stocking Redwood have been opened, though the present campaign has been running only a little over one year.

V. CALIFORNIA WHITE AND SUGAR PINE MANUFACTURERS ASSOCIATION

This group has directed its sales energies principally in the direction of magazine advertising, inquiry follow-ups, direct-mail advertising, and general trade extension work. The appropriation is approximately \$110,000 a year, raised by an allotment of .07 cents per 1,000 board feet on each member's mill production of Cal Pine products. The association maintains permanent field representatives who travel around in trade extension work and keeps nine exhibits of Cal Pine products circulating

HEARST PICTURE NEWSPAPERS:

New York DAILY MIRROR
and the
BOSTON Daily ADVERTISER

announce

that, effective October first, they are represented in the *national* field by one selling organization, with offices in New York (55 Frankfort Street); Boston (5 Winthrop Square); Chicago (Hearst Building); and Detroit (General Motors Building).

The DAILY MIRROR, three years old, already has in excess of 445,000 circulation. Only 2 daily newspapers in New York, and 6 in the entire country, have more.

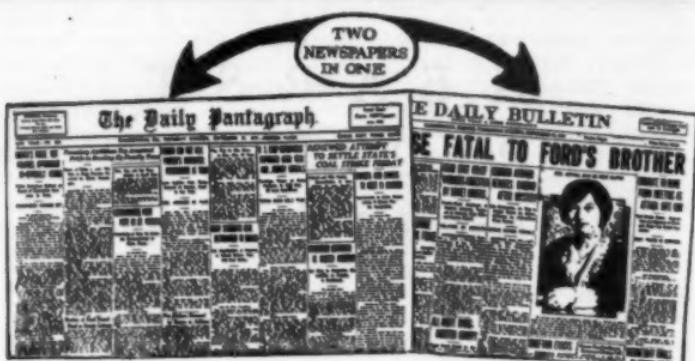
The BOSTON Daily ADVERTISER, established in 1748, and rich in its historic background, adopted the

modern picture newspaper form six years ago. With more than 180,000 circulation, it is New England's fastest-growing newspaper.

(Note: The BOSTON Sunday ADVERTISER, a standard-size newspaper, will be represented by a separate organization.)

J. MORA BOYLE, Director of National Advertising, 55 Frankfort St., N. Y.

Oct. 6, 1927



EFFECTIVE OCTOBER 3

**One Combined Paper to
Serve the \$37,000,000
Bloomington, Ill., Market**

The Daily Pantagraph having purchased The Daily Bulletin, beginning October 3 will offer a combined paper to appear EVENINGS (except Saturday and Sunday) and Saturday and Sunday mornings, with a special predate or morning edition to serve that portion of The Daily Pantagraph's present large suburban reader following which cannot be reached promptly by afternoon deliveries. On Saturdays and Sundays, the entire circulation will be published and delivered in the morning.

Hereafter the Bloomington territory will be served by ONE PAPER, without duplication, offering the reader contacts of both papers previously published.

***Home Contact With City,
Suburban and Rural Buyers!***

The Daily Pantagraph.
THE DAILY BULLETIN

Bloomington, Ill.

REPRESENTATIVES

CHAS. H. EDDY CO., 247 Park Ave., New York City; 294 Washington St., Boston
F. E. WALES, Room 1501, 140 S. Dearborn St., Chicago
Member A. B. C., A. N. P. A., Associated Press

among retail lumber dealer conventions and architects' and contractors' conventions. Excellent educational booklets and literature are furnished retail dealers.

VI. WESTERN PINE MANUFACTURERS ASSOCIATION

This association started advertising actively in January, 1925, with the appearance of Ponderosa Pine advertisements in several national periodicals devoted to home building. Before this, Ponderosa Pine had been known by several names throughout the trade. Within seven months after the first Ponderosa advertisement appeared, every manufacturer had adopted the new name, achieving in that short time what they had been trying to do for twenty years previously without success. Ponderosa Pine has replaced all former names among manufacturers, retailers and retail consumers alike. State universities and State governments have adopted this as the official common name for the species, and its use has become general—an excellent example of the force of advertising in the matter of name changes. In order to protect quality and grade behind which the nationally advertised "P" trade-mark is put, all production is rigidly protected under association supervision. The advertising is appearing in mediums similar to those already described.

In Portland, Oreg., the association has established an experimental laboratory for conducting service tests and other research of a technical nature.

VII. NORTHERN PINE MANUFACTURERS' ASSOCIATION

At present this group is doing no advertising in newspapers, magazines or periodicals. It is interesting, however, to note that in spite of the fact that the association has done no advertising for nearly fourteen years, it is still receiving requests almost daily for literature. Because of this condition it still maintains a wide circulation for its attractive booklet "White Pine" through such inquiries.

VIII. NORTHERN HEMLOCK AND HARDWOOD MANUFACTURERS ASSOCIATION

This group began advertising in 1910 and has continued it for seventeen years. The annual expenditure in the beginning was \$10,000. This was gradually increased until it now amounts to \$110,000. The money has been devoted principally to advertising for hemlock, birch and maple lumber, that dwells principally on the merits of these woods with their common, present or potential uses.

The association has trade extension men who visit consumers, architects, contractors, engineers and officials at industrial plants. It is doing research through furnishing materials for test to the Government laboratories and in co-operation with stain manufacturers and others. It prints advertising booklets, arranges for lectures and exhibits at retail lumber dealers conventions, etc.

IX. MAPLE FLOORING MANUFACTURERS' ASSOCIATION

This association has been engaged in co-operative advertising for fifteen years with appropriations that vary according to the volume of shipments and the rate of assessment. Total annual expenditures range from \$20,000 to \$60,000.

Advertising space has been generally confined to lumber trade journals, architectural magazines, contractors' publications, industrial and hospital publications, school-board journals and class publications.

For nearly twenty years the association has been issuing booklets, folders, etc., giving complete information on maple, beech and birch flooring. Some of these are in the form of booklets and dealers' helps, which are distributed free to dealers who ask for them.

X. HARDWOOD MANUFACTURERS' INSTITUTE

The Gumwood Service Bureau has been advertising for about fourteen years. The annual expenditures now are in the neighborhood of \$25,000 per year. Ag-

gressive effort is being made to build up a fund of at least \$50,000 for 1928.

XI. AMERICAN WALNUT MANUFACTURERS' ASSOCIATION

Practically all of the work of this association has been directed toward trade extension. The association began advertising in November, 1918, and has done so continuously since that time. The chief effort of the copy has been devoted toward educating the public to understand the superiority of walnut as a cabinet wood for beauty, strength, durability and stability. The association published three beautiful booklets entitled, "The Story of American Walnut," "American Walnut for Interior Woodwork and Paneling," and "American Walnut, Where Does It Come From and Where Does It Go?"

Although the first appropriation was only \$25,000, the budget for the present year will exceed \$200,000. The advertising has been very successful, and members of the association have been so well pleased with the result as to tender increased support to the association's activities each year.

XII. LOUISIANA RED CYPRESS BUREAU

This is an outgrowth of the Southern Cypress Manufacturers' Association which formerly advertised cypress wood over a period of some fifteen years. The total appropriation for last year was \$115,000, devoted largely to advertising and informing the public of the merits of cypress and creating a demand for high quality cypress for special uses. The advertising is appearing in the national magazines and technical papers, and in the trade papers.

One very important point made by members is that this sales promotion and advertising has tended to stabilize cypress demand and markets. This is certainly an important achievement for advertising since lumber markets are always rising and falling, resulting in the demoralization of both production and sales.

XIII. RED CEDAR SHINGLE BUREAU

At present this bureau has an annual appropriation of about \$75,000, of which \$15,000 is spent for literature, booklets, dealers' helps, etc. The appropriation is raised by a levy of .05 cents per thousand shingles of output. A staff of four field men is maintained for trade promotional work, and particularly to investigate the unnecessary and unjust enactments of local or municipal resolutions discriminating against red cedar shingles. The Bureau was organized in 1923 because of the need of having an organization to fight the vast amount of propaganda directed against shingle products.

It is a serious question whether advertising directed to the public at large would not be highly more effective in molding public opinion favorable to the product than is the present procedure.

XIV. ARKANSAS PINE BUREAU

This Bureau was established in 1912. It is composed of 90 per cent of the major pine manufacturers in that State, or one-fourth of the total pine production. The first appropriation was small, being only \$20,000, and embracing only lumber trade papers for about two years. However, the advertising has been so successful that the members have voluntarily increased the appropriation to \$100,000 a year.

The advertising program includes trade journals, architectural press, general and class magazines, local or regional newspapers where special intensified advertising is necessary to meet encroaching competition; building show exhibits, retail convention exhibits, architectural competitions, publication and distribution of house plan books, handbooks for architects and the usual types of sales aids, stuffers, folders, etc., for local dealer distribution.

The Bureau office does not concern itself with actual sales. It does, however, keep in close contact with sales representatives of all members. These sales representatives are kept advised of cur-



Advertising Executives

should read -

"An Answer to the
New Competition"

by O. H. Cheney, in
the October Issue of
Nation's Business

The article is as im-
portant as "The
New Competition"
by Mr. Cheney which
appeared in Nation's
Business in June 1926

NATION'S BUSINESS

Washington

Oct. 6, 1927

rent activities in the advertising program.

The maximum number of the members at any one time has been thirteen. The present membership is nine companies. This reduction in numbers has been due to the cutting out of timber supply and liquidation by those companies which have exhausted their raw material. The fact that the smallest number of manufacturers who have contributed to these funds are now paying into the budget the largest amount yet invested in advertising bespeaks their faith in the project.

XV. WEST COAST LUMBER TRADE EXTENSION BUREAU

This is one of the most recent, and most powerful, as well as most progressive lumber associations doing national advertising. In 1926 it began raising its funds by a levy of .05 cents for every 1,000 feet of log, and .05 cents for every 1,000 feet of lumber shipped by members. The association, which has now about 108 member mills, has been spending about \$500,000 yearly. The membership is steadily increasing.

Trade promotion is being carried on through advertising in general and technical publications, direct by mail to dealers, architects and contractors, and direct personal contact with architects, engineers, contractors and retail lumber dealers, etc., by Bureau representatives who are trained building engineers. Over forty-four booklets, pamphlets, and enclosures have been published to date.

Though the campaign was originally started to put over "Durable Douglas Fir," its scope has recently been enlarged to embrace all West Coast forest products. It has a decided effect on export as well as domestic trade. The Bureau reports also that within the short time of one year, the name "Durable Douglas Fir" has become a national trade-mark in virtually all the lumber markets of the world.

XVI. NATIONAL LUMBER MANUFACTURERS' ASSOCIATION

This association has just raised

a fund of \$1,000,000 a year for a period of five years for trade extension, research and advertising through its National Lumber Trade Extension Committee. The funds for this have already been subscribed and advertising is now in preparation. It will be the most ambitious program yet attempted by the lumber industry, as well as the most difficult, for it will try to sell "lumber in general," without regard to any particular species. The purpose of the campaign is to hold present markets, increase volume of sales, discover new uses and markets, eliminate internal competition, and increase the volume in building. Stress will be placed on lumber as a permanent and pre-eminent building material. The campaign will start with an expenditure of some \$15,000 to obtain a national slogan for lumber.

Since this is one of the largest appropriations ever made in the lumber industry, campaign developments and advertising are awaited with great interest throughout the trade and kindred industries.

CONCLUSION

From the above survey, it will be seen that most of the important advertising in the lumber industry is being done through the activity of trade associations, which represent an interesting pyramid of organizations within an industry. First, we have private lumber companies advertising in a small way as individual units. Then, these same companies are members of regional or wood species associations which are advertising as such. In turn, these associations are, in a large part, members of the National Lumber Manufacturers' Association which has just begun to advertise lumber and the industry as a whole. Sometimes individual companies are members of several associations at the same time. Further study of advertising in the lumber industry has been productive of some very interesting deductions.

1. It is interesting to note that the lumber associations have usually been created by the most progres-

The Only Hub Of An Important Distribution Wheel!

Amarillo is the new Chicago of the Southwest—in eight directions great trunk railways radiate from this center to bring to and take from the half million people of the rich Texas Panhandle.

The citizens of the area look solely to Amarillo as their metropolis—for the nearest larger city is 250 miles distant. Unusual prosperity and rapid growth has been the result—the per capita effective income of Amarillo was \$1,596.00 in 1926, the second largest for any city in the entire Southwest. And the 15,494 population of 1920 is 52,680 today!

One newspaper effectively and solely dominates this rich market. Circulation of outside metropolitan mediums—daily or Sunday—is negligible. The manufacturer intent on starting or increasing sales in the Texas Panhandle needs to use the—

AMARILLO GLOBE-NEWS

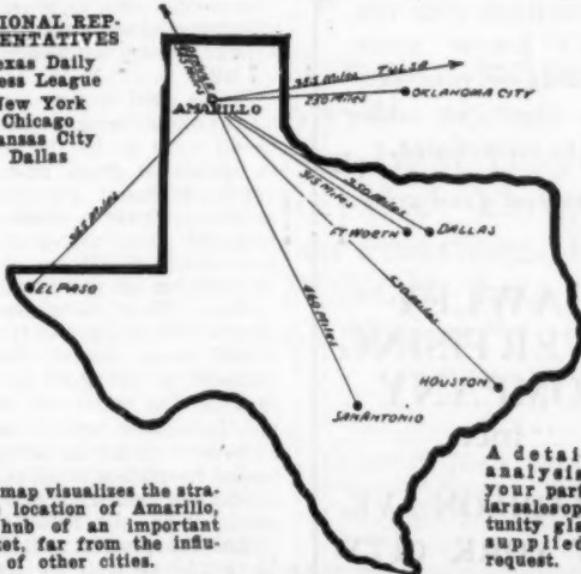
Morning

Evening

Sunday

NATIONAL REP. REPRESENTATIVES

Texas Daily
Press League
New York
Chicago
Kansas City
Dallas



PRINTERS' INK

Good Copy

Yours may be one of the best institutions of its kind.

You may be a recognized leader in your field.

You may inspire your associates and those who know you with 100% enthusiasm and confidence.

Still, if 51% of the people who ought to do business with you don't know your standing or your service—then, in addition to advertising,

You need good copy.

**HAWLEY
ADVERTISING
COMPANY
Inc.**

**95 MADISON AVE.
NEW YORK CITY**

sive and far-sighted manufacturers, often the largest, who have the courage and vision to see what co-operative work means in the industry and have spent their own money, time and efforts, sometimes very unselfishly, to maintain and continue these associations. These leaders, who are best prepared to stand on their own bottom and "go it alone," represent businesses which contribute most heavily to the advertising and support of the association work in general.

2. Often the association has to spend fully as much time selling its possibilities to its members as it does in selling the industry and its product to the consumer. Inasmuch as the inherent weakness of so many associations is lack of cohesion, this is a very difficult and real task.

3. It should be further noted that in the most successful cases, individual manufacturers have supplemented the association campaign with individual advertising of their own.

4. Practically all of these co-operative lumber campaigns started with very modest and small appropriations and gradually worked up into larger yearly expenditures. This would seem to prove that an association does not have to have a large amount of money to start off with.

5. The chief weakness of a staple industry advertising a basic product would seem to be the temptation to spend too much time "talking down substitutes" and taking a defensive attitude. Much valuable time and money are spent explaining, which should go exclusively into talking up the product's own virtues. Those associations which have been most successful are those which have almost disregarded competition and gone out to sell their product on its own merits.

6. In almost every case, co-operative lumber advertising has tended to stabilize retail prices, mill production and eliminate internal wars. It has also tended to standardize the product and bring up its grade as well as quality of manufacture. It has lowered the sales resistance of the retail con-

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sumer and has usually meant more profit for the pockets of the retail lumber dealer.

7. In this matter of improved grades, it has almost always been necessary for the lumber associations to maintain some sort of rigid inspection in order that the product maintain the advertised specifications.

Again, it was usually found necessary to identify the grades so that the public could readily distinguish the product. This has given rise to a process of grade-marking, as distinct from trademarking.

8. Field research has been put to very profitable use by several associations. For instance the Redwood association discovered that the chief objection to redwood in the United States was the fact that it split readily when nailed, due to its hardness. It was also found there are two kinds of redwood in the same stands of timber, one softer than the other; also that Australia preferred the harder redwood. The result was that the soft is now being sorted from the hard redwood. The soft species, which does not split, has overcome sales resistance at home, and the Australian markets are even willing to pay a premium for the hard, so that a fundamental kink in the entire redwood industry has been ironed out satisfactorily with greater profit on both sides.

9. Association funds seem for the most part to be raised by taxing each member in proportion to his output or production, a theory which seems sound, inasmuch as those who have the greatest volume may reasonably be judged to derive the greatest good while the smaller should carry a correspondingly lesser share of the common burden.

10. In several cases it is important to note that where association advertising was discontinued or allowed to lapse, sales volume immediately fell off.

All in all, it can be concluded that in the lumber industry, at any rate, association advertising has been a decided success.



**"If you want
the cream of
British business
at home and
abroad, you
must ask for it
in
'Punch'"**

**Other papers
have some of
the best buyers
in the Empire
for readers. But
PUNCH has all
of them."**

THOMAS RUSSELL.

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80, FLEET STREET,
LONDON, E.C. 4, ENG.



What Kind of Advertising Will the Dealer Use?

He May Not Know Copy and Typography, but Don't Overlook His Ideas on Advertising

"THE most disappointing thing in our selling last year," said the vice-president in charge of sales for one of the largest producers of building materials recently, "was the attitude of our salesmen toward our advertising and their failure to sell it in their talks with dealers. Commodity prices in our field have been softening now for a long time. Our sales cost last year jumped more than 23 per cent. That increase would have been less had our salesmen sold dealers on advertising our more profitable specialties in their local papers. Instead of that we let our salesmen grow lazy so far as our advertising was concerned, and they in turn let the dealer forget advertising.

"At our sales convention several months ago we put the matter flatly up to our men. Most of them have been with us for long periods. But we told them that if they did not go out and sell advertising as well as building materials they had better think about finding new jobs. Eight years ago when we began national advertising with an appropriation of less than \$200,000 our salesmen rushed out to tell dealers the news. They got dealers to hook up in their towns with our efforts. Last year when we spent over \$800,000 to meet new competition they seldom brought up the subject of dealer advertising. This year we are getting a kind of tie-up that we never dreamed could be obtained.

"In the first place we made a genuine effort to make the advertising as helpful or even more helpful to the dealer than to us. I instructed our agency to write copy that would build up all of a dealer's sales rather than ours alone, believing the dealer would see and appreciate this usefulness. I directed our salesmen to sell this new advertising instead of merchandise on the first few calls this

year. We devised a special portfolio which the salesman left with the dealer and we enlisted the aid of the advertising manager of the local newspaper. That briefly covers our plan. It worked. We spent the first three months of the year seeing to it that it got a good start, then shifted our efforts to getting the dealer interested in direct mail. In the face of most difficult competition and a continued lowering of commodity prices our sales held up well and our profits have been entirely satisfactory."

What kind of advertising will the dealer use? What kind does he believe will make his business grow? What kind strikes him as likely to help him?

HOW THE SMITH SHOE COMPANY SELLS ITS DEALERS ADVERTISING

Marshall B. Cutler, advertising manager of the J. P. Smith Shoe Company, Chicago, has had some interesting experience with dealers and their advertising. For the last four years this company has placed special emphasis on the dealer tie-up. Starting a few years ago to sell dealers on the idea of advertising Smith Smart Shoes locally, Mr. Cutler persuaded a few of them to use a series of newspaper advertisements that he had prepared. Direct mail and posters came later. Now a third of the company's accounts use Smith copy regularly. This year the number will grow considerably, Mr. Cutler says, for the company has gone into national advertising for the first time.

"The average life of a dealer in the shoe business is about seven years," he points out. "There is no question that the dealer who buys good merchandise, who sells it intelligently and advertises it consistently will stay in business permanently. But here is an important point: The manufacturer who

"Give Me a Fulcrum . . ."

ARCHIMEDES of Syracuse, now deceased, got a sterling kick out of his mechanical discoveries. Playing around with crowbars and bricks, he discovered the principle of leverage in the days when that was front-page news.

"The bar is powerful as far as it goes," he explained, "but it's not much good without this little gadget to rest it on. However, with a proper fulcrum—why, just give me a fulcrum and I'll move the world!"

Nobody gave him one, nor did he find any, so our old world has stuck to its trolley. But he started a tribe of fulcrum hunters. You meet them everywhere today. Some of them don't know that a fulcrum is what they need, but they want it badly.

Discussing their sales problems, puzzled executives tell us, "We think our advertising is sound and we have a first-

rank sales organization—yet we're not getting half the sales volume that we should. Why is it that we don't pry more business out of our market?"

For the same reason, dear sirs, that Archimedes failed to budge the world. No fulcrum.

The Newcomb organization is in business to supply the missing fulcrum. Our specialized work is the filling of that empty point in the marketing line-up on which the crowbar force of men and advertising can become a world-moving power for profitable sales.

Advertising alone won't do it; personal selling alone won't do it—and every day it becomes more and more difficult for those two forces (as ordinarily organized) to do it even together. When this condition faces a business, the fulcrum must be found, or sales will continue to decrease and selling costs continue to mount.

[We don't keep a supply of ready-made fulcrums, for there are no such things. Each problem presented for our solution is individual—often unique. The records that show how James F. Newcomb & Co. Inc. goes about the job of discovering what to do for a client, how to do it, and why, are always open to interested inquirers.]

JAMES F. NEWCOMB & CO. INC.

Direct Advertising • Merchandising Counsel
330 SEVENTH AVENUE, NEW YORK, N. Y.
Telephone PENnsylvania 7200

wants to see him make good must persist in keeping after him on this matter of advertising. Dealers are not sold when you have persuaded them once to run a series of your advertisements any more than they are permanent customers just because they have given you one order. You must keep selling them on advertising by mail, by salesmen and by reaching them in their business papers.

"When I began to think about getting dealer advertising several years ago one of the first ideas I remember coming to me was that it might be logical to get the dealer's views on the subject. Since that time I have asked them periodically in our house magazine for their thoughts and suggestions. There appears to be little hesitancy on their part in replying. Many of their ideas are impracticable. Some have been useful. The general effect is to plant in dealers' minds the feeling that we are eager to co-operate with them. Of the technique of advertising the dealer at best knows little. How can we expect his ideas on type faces, on layouts and copy to be other than hazy? Nevertheless, even the smallest dealers pay attention to these details whether or not they realize it. They are all interested in good-looking advertisements. When they see something that they like they know it. What they lack is knowledge as to how they can obtain the effects they like, and that is where the manufacturer should step in and help.

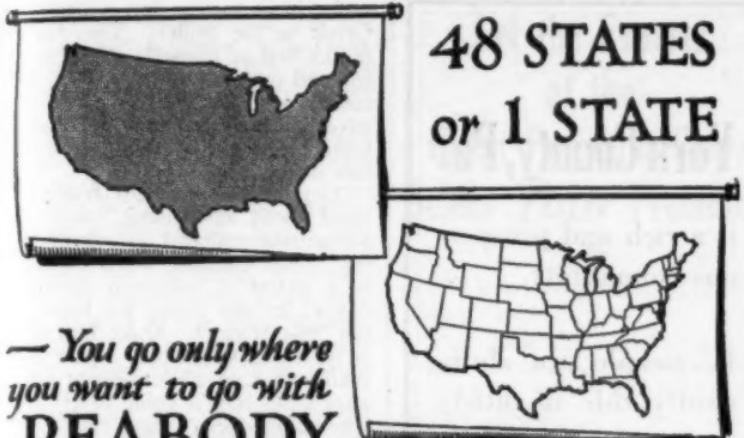
DEALERS LIKE A LITTLE HUMOR

"A few years ago I learned our dealers liked advertisements that had a humorous slant. I wanted to get out a humorous cartoon series. Some of our executives thought it an undignified proceeding, but test results convinced them that it was worth while. Now I wouldn't think of sending out a prospectus of dealer advertising without including a half dozen of these cartoon advertisements brightened up not with humor alone but with humor that carries a selling argument. However, most of the advertisements we

have worked out for dealers are not of the humorous variety. This year, for example, we have produced a series which goes in for smartness of appearance and a racy naturalness in the copy. We are advertising shoes. Therefore we use a vigorous, lively type face—Bodoni Bold—that we believe expresses our product while it gives us the display element in the advertising that we want.

"In general our advertising offered to dealers parallels the national advertising campaign which we are carrying on this year for the first time. This national advertising, by the way, gives us a ready and effective reply when we run into a dealer who believes we ought to share the cost of advertising space in his local paper. We believe that we do share his selling expense when we provide him with exceptionally good copy and art work. Selling is a co-operative task in which manufacturer and dealer must share responsibilities as well as profits. When a manufacturer advertises his product nationally, prepares advertising of obviously high standards which aims at building up the dealer in addition to selling the manufacturer's product and furnishes this dealer copy in plate or mat form, it is not asking too much to ask the retailer to pay for the space used. Most of our dealers, I believe, already agree with that viewpoint. Most of them know that good local advertising is a direct means toward: (1) Concentrating their stocks and doing away with the need of handling fewer competing brands; (2) popularizing individual styles; (3) selling at full profit; (4) satisfying customers by giving them merchandise they have been educated to accept and (5) building repeat sales."

Before a manufacturer can have any assurance that he is offering his dealers the kind of advertising that they want and will use he needs to expose himself to some of these ideas. And as soon as he starts exposing himself he may find he's got a lot of explaining to do, explaining of details which seem



— You go only where you want to go with PEABODY SCHOOL BOOK COVERS and you pay for only what you really need.

Waste circulation!—nobody likes to pay money for something he can't use.

And yet, hundreds of advertisers are doing that very thing today.

With Peabody School Book Covers, it's different!

Here is nation-wide circulation made available by states or population groups to line up with any sales and merchandising plans . . .

At a very low cost—and not a penny wasted.

Your message goes right into the home with Peabody School Book Covers. These patented, durable covers are put out by George Peabody College for Teachers, Nashville, Tenn. Nation-wide distribution is achieved by the cooperation of 30,000 alumni in executive positions in public schools everywhere. For 1928 there are already over 15,000,000 covers available for advertisers.

EDUCATIONAL ADVERTISING COMPANY

George D. Bryson



Phone: Chickering 5657

55 West 42nd Street, New York City

York County, Pa.

is a rich and prosperous community.

Its people are abundantly able to satisfy their wants. If you want their business you must use

The York, Pa. Gazette and Daily

which is their standby.

(Covers the whole field completely and intensively.)

Howland and Howland

National Representatives

NEW YORK
393 Seventh Ave.

CHICAGO
360 North Michigan Ave.

self-evident to him but which are Greek to the dealer. The dealer thinks first of himself. He always has and probably always will. No matter what its source may be the advertising he will use must give some indication of thinking about him in the same way.

"Get him in the right frame of mind about advertising," said the advertising manager of one of the big men's clothing manufacturers to a group of salesmen recently. "Don't let him expect too much or too little from it. Make him give it its right valuation. Make him realize that an advertisement must have looks if it is going to get far. The public doesn't know type faces or borders, or the relation of white spaces to type. It doesn't want to know. But it does know when it sees a clean-cut, good-looking piece of copy. Human beings like simplicity. They have faith in simplicity. They can't analyze it, but they feel it. Honesty and sincerity can shine in the face of an advertisement just as they can in the face of a man.

"Next comes the copy. It must increase the appetite for the clothes you sell. People never buy simply because some merchant has something to sell and wants them to buy. They buy because they have some need or some taste or some whim they want to satisfy. The whim or need or taste is already there in the man. You don't put it there. The copy must make our clothes seem more desirable than any other clothes. That's why our name is so valuable in a dealer's advertisement. We've created a belief in it through years of consistent national advertising.

"Could you imagine a book store with hundreds of special sets of Alexander Dumas advertising them as just 'books' or as 'books by a well-known author' and then in big type, 'others written by ourselves a very special feature'? Yet many of our dealers are doing almost that. They do not realize how much the authorship of books or clothes means to the public. You've got to explain that to your customers."

What are some of the planks,

then, that a manufacturer can use in building a dealer advertising platform that will stand up and prove of economic worth? Here are a few:

Plank No. 1: Solicit the dealer's ideas on advertising and use them for all they are worth.

Plank No. 2: Make the advertising look competent, honest and sincere.

Plank No. 3: Write copy that will sell for the dealer and benefit him as well as the manufacturer. Remember he must be put on the map. Make the copy give him a personality.

Plank No. 4: Don't let him get the idea that advertising in his local paper is going to revolutionize his business immediately. Sell it to him as an aid which must be used consistently to remind as well as inform his customers.

Plank No. 5: See to it that he knows what you are doing to advertise nationally and how this affects his everyday problems.

Plank No. 6: Find out whether his newspaper uses electros or mats. Enlist the aid of the local paper's advertising manager.

Plank No. 7: Don't keep on sending him material if a check-up proves that he doesn't use it. Find out why he doesn't use it after he has asked for it.

"Skidoo" Cleanser Account to Columbus Agency

The Skidoo Company, Columbus, Ohio, manufacturer of "Skidoo," a household cleanser, has appointed The Robbins & Pearson Company, Columbus advertising agency, to direct its advertising account.

Bruce Morgan with Manz Corporation

Bruce Morgan has joined the sales promotion staff of the Manz Corporation, Chicago printing service organization. He was formerly vice-president of Floyd Short & Partners, Inc., Chicago advertising agency.

In reporting the appointment of Arthur W. Allen to be editor of *Engineering and Mining Journal*, it was stated his appointment would fill the vacancy caused by the recent death of Frank C. Wright. As a matter of fact, Mr. Wright was editor of *Engineering News-Record* and no one has been appointed as yet to take his place.

Let the Experts of the Great Premium Users Select Your Premiums

Not everything makes a successful premium.

But there are articles that do make successful premiums for every man, woman and child in the United States.

Those who have been at the head of the premium departments of the great premium users know what these successful premiums are.

They've used them and know by actual redemption records just how they pull business.

These premium experts are ready to give you their services and the benefit of their invaluable experience.

Their services may spell the difference between the success and failure of your own premium department.

It seems an unnecessary risk for a business concern to run to attempt to select a line of premiums when so much depends on the right selection and when those knowing the best ones to use stand ready to guide you aright.

These men make no charge for such services. They will even prepare and print your catalog and carry the premiums in stock and ship them for you as required, and for that their charge is much less than your own cost would be if you tried to do it yourself.

Concerns of standing in their own field are invited to acquaint themselves with this work which is done by

**The
Premium Service Co., Inc.**
9 West 18th Street
New York City

There's Drama in Any Industrial Product

And You Don't Have to Drag It in by the Ears—Look Around a Little; You'll Find It

By Harry Merrill Hitchcock

AFTER you have spent enough time looking over industrial advertisements, they begin to come alive of themselves. Like doughboys falling in, they scramble over each other to sort themselves into three or four, or at most five, classifications.

First, and it is a painful duty to report still most numerous, are the regiments recruited from among the worthy people who haven't yet realized what drama is, or what it has to do with advertising. You know this kind of advertisement.

Observe, for example, the wash-drawing of the Geevem Lathe, or the Hoozis Scraper, or the What-zizname Multiple Back-Action Keyseater, just standing there and trying to look pleasant. Underneath you note the manufacturer's name and address, with a line or two of copy, or a slogan in quotes.

Then we come to the fortunately rapidly diminishing platoons who feel that sufficient drama is provided by something that greatly interests them. The result is a picture of the foundry or the powerhouse or the material storage yard where, you are told, something is done that helps make the Borem Shaping Machine the choice of all discriminating executives. But they never let you see that something happening.

Next, passing in review, guide center, is the battalion of advertisers who realize that drama—action—interest—is just about the one vital necessity of effective advertising; but who imagine that

The BOURNE-FULLER CO.

Where it pays to use high grade steel rivets

It is not the cost of rivets but the enormous cost following river failure that makes one think twice about rivets. In case of a break in the Upper Works are the products of 70 years' experience and of every modern facility to insure protection of dams.

These rivets are made of open-hearth steel. Every stage of manufacture from the metal to the finished rivet is controlled and inspected—the Upper Works of this Company—a guarantee of individual responsibility and unsurpassed quality.

THE BOURNE-FULLER CO.
CLEVELAND, OHIO
Makers of "UPSON" Bolts—The result of over 70 years' specialization

BOURNE-FULLER COMPOSES A DRAMATIC ADVERTISEMENT FOR SUCH AN UNDRAMATIC PRODUCT AS STEEL RIVETS

drama is something that, of itself, has nothing to do with their business or their product. So they go out, bless their innocent hearts, to capture some and endeavor to work it into their advertising.

In these ranks you will see the people who followed Colonel Lindbergh by putting in their adver-

The Only Way

you can sell the Tampa trade area
on SUNDAY is through the
Tampa Sunday Tribune

Within a 60 mile radius of Tampa (including Tampa) there are 335,000 people, with an annual budget of \$100,000,000.00 for the necessities of life.

These people live in 71,277 homes. The SUNDAY TRIBUNE reaches 63% of all of them, or practically the entire American white population. It is the only newspaper of general circulation in West Florida on Sunday.

In addition to this trade territory circulation — over 8,000 SUNDAY TRIBUNES are purchased outside of our 60 mile territory, yet within easy shopping distance of Tampa.

In this one medium you can concentrate your entire appropriation, receiving the most complete coverage possible—at the lowest cost.

It has no competitor

Tampa Sunday Tribune

"First on the West Coast"

S. E. THOMASON, Publisher
Tampa, Florida

The S. C. Beckwith Special Agency

National Representatives

tisements a drawing of an airplane in flight, accompanied by a labored copy explanation of the relationship borne to transatlantic hops by the Little Giant Boring Mill, which can't hop at all because it is so accurately machined in all its parts, and besides is so securely bolted to its foundations.

Here, also, or perhaps in a separate company of this battalion, are the advertisers who use "personality" instead of drama; who employ a hypodermic to inject it; who create character, or a whole regiment of characters, "Bill Wrench," and "Pete Pipe," and so on; who write dialog between their characters; who employ cartoon and comedy to liven up what they fear is a naturally uninteresting product.

Now, don't get mad at that last paragraph. It wasn't written in any spirit of criticism. Nobody knows better than the present writer, that you cannot fit all the lively and interesting variety of industrial advertising that you see today neatly into the ranks of a series of pat, and too-restricted generalizations. Nobody knows better, also, that some of the "personality" type of advertising is at the same time enjoyable and effective.

There are, I hope, a good many years left to all of us in which we can argue over all the points of this kind of advertising, up and down and around, and probably come to the conclusion that the thing that matters is whether it is well done or poorly done, rather than whether or not it ought to be attempted at all. The present line of thought deals simply with the fact, that advertisers of this type, effectively as it often uses

the idea of drama, obtains that drama aside from the product itself.

All that has been said so far, you see, has been to lead up to the company whose ranks are swelling at a rate that does these old eyes good—the company of advertisers who find all the drama they need, or can use, in the product itself, by showing it in action.

Take, for example, the manner in which the Cutler-Hammer Mfg.



Fabricating Follies of 1927

Superintendent (to P. A. and foreman):

Listen, boys—we've been fooling ourselves. I've just looked over last month's cost sheet for the tool room, and our small tool costs are way up.

Purchasing Agent:

I figured we were just breaking even, that is, taking labor and material only, it costs us just about as much to make our small tools as to buy them. In addition, we keep the work in our own shop.

Foreman:

That's one point of view, and it probably keeps your monthly expenditure about looking prima. BUT, as I say this with due respect for our tool department, making small tools is a business—and it's not our business. For example: the punches we bought from the Cleveland Punch & Shear Works Company far outlast those which we make. You see, the Cleveland folks "know how"—that's their business. And when you figure the time lost in our shop replacing broken punches and the cost of spaded work, you'll find it DOES cost more to make them here.

Superintendent:

You're right, Jim! I'm convinced we can BUY them cheaper. So from now on, let's cut out making our own small tools. We'll buy them from The Cleveland Punch & Shear Works Company—they know how to make 'em.

HOW ONE TOOL MANUFACTURING COMPANY DRAMATIZES ITS ADVERTISING STORY

Co., gets over the story of its motor control as a protection for a factory's electrical equipment. You don't get a lifeless picture of the apparatus—you don't even get a picture of the apparatus at all. What you do get is an action picture of a group of workmen with intent, anxious faces, replacing a burned-out armature in what is obviously an important

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Mfg.



Added attention with added Color

The detail of a trade-marked label, the tint and shading of a textile fabric, deliciously appetizing presentation of food products, the charm of an illustration in natural tones—all this can now be achieved *in color* in the Magazine of the Sunday New York Herald Tribune.



Several positions, including a double spread, are now available for color printing. For further particulars, address the Advertising Department, 225 West 40th St., New York.

NEW YORK

Herald Tribune

**Ask your Banker
for advice. Tell
other Bankers
about your
company and
its products so
they will advise
correctly.**

**100,000 Bank
Officers in 21,000
banks read the
American Bankers
Association
Journal.**

AMERICAN BANKERS ASSOCIATION JOURNAL

Edited by James E. Clark

110 East 42nd St., New York City

Advertising Managers
**ALDEN B. BAXTER, 110 East 42nd
St., New York City**

**CHARLES H. RAVELL, 322 S. La
Salle St., Chicago, Ill.**

**STANLEY IKERD, 129 W. 2nd St.,
Los Angeles**

(Member A. B. C.)

machine-driving motor. The headline drives home the story: "It Would Not Have Happened—"

Yale & Towne's advertisements of their industrial material-handling equipment are almost invariably full of action, and dramatic action, too. You see a workman steering an industrial truck, loaded with steel bars or shapes, carefully down an alley between humming machines; a workman swinging an automobile engine into place with a chain block on an overhead trolley. Another pictures a workman swinging big rolls of paper with a combination electric truck and crane. In every case your attention is caught by the drama of the picture, and it is drama directly related to the things you are being invited to buy; the product itself is playing the leading role in the scene.

ROMANCE IN RIVETS

In case you say, "all very well; but my product isn't used in as directly moving and interesting fashion as an industrial truck or an overhead trolley block," suppose you consider the manner in which the Bourne-Fuller Company tells about its bolts and rivets. Certainly nothing is any more completely standardized, nor any more undramatic and self-effacing in its work, than an ordinary steel rivet.

What does Bourne-Fuller do? It shows you a picture of two workmen, intent upon driving the final rivet in a locomotive truck wheel. They are on the floor of an erecting shop. You can see other parts in the background, but the highlight is on the immediate job, the importance of which is obvious. Again the copy drives home the story: "It is not the cost of rivets but the enormous cost following rivet failure that makes selective buying imperative." Do you think, after that, you can think of a rivet again as just an "ordinary" rivet?

One beauty of the dramatic industrial advertisement is the manner in which it can combine effectively with the testimonial type of copy. For example, when Cincinnati Grinders, Incorporated,

wants to get over the story of a remarkable increase in production that followed the adoption by a tractor manufacturer of one of its machines, it not only gives the essential facts and figures, but gives you an actual picture of that very machine doing its stuff. And in doing so, it follows the good old rule, whose practitioners can scarcely go wrong, that a human figure in action is the surest starting-point of a dramatic advertisement.

HARD TO OVERDO HUMAN INTEREST

People—even engineers and purchasing agents—are more interested in people than in even the most fascinating and shiny piece of machinery. Human action is one factor in industrial advertising that isn't easily overdone. When the Williamsport Wire Rope Company wanted to tell of an unusual record in light steel erection, in which its rope was used, it showed the gang at work, with one man astride a girder some thirty feet in the air, and that man "made" the advertisement.

But you don't necessarily have to have the human figure, to make your drama effective. You can leave him to your reader's imagination, if your picture is good enough. When the Hayward Company wants you to realize that its clam shell buckets take big bites of coal, or of anything else on which they are used, it takes you through the eye of the camera, right down into the coal-bin and close enough to the bucket itself to let you see every rivet in the bucket and every lump and grain of coal. The very immediacy of the action, so obviously going on under your eyes, gives the picture the quality of drama.

Similarly the Dings Magnetic Separator doesn't need any workmen standing around to make its picture effective; the drama is not only in plain sight, but is emphasized by the headline right across the face of the picture itself, "The Dead Line."

These are only a few of the instances you will find in any of the industrial publications now.

The Neck of the Funnel of Distribution

The sum of eight hundred and fifty million dollars was spent during 1924 in advertising to reach the urban population of the United States, and thirty million dollars to reach the rural population, according to the Hon. S. R. McKelvie, director, Agricultural Publishers' Assn.

In the face of these expenditures, and without regard to the great disparity between the per capita so spent to reach urban dwellers as compared to what was spent to reach their rural cousins, it would be interesting to know how much of the total was expended to reach the dealers who served all of these consumers.

The dealer is the very neck of the funnel through which all distribution flows from producer to consumer. Considering this self-evident fact, isn't the dealer well worth cultivating?

To reach 55,000 (*) selected food dealers retailing meat and related food products such as fruits, vegetables, fish, milk, cheese and condiments, and make them believe more firmly in your products, use "Meat Merchandising."

MEAT
MERCHANDISING

109 S. 9th St. ST. LOUIS

(*) Including the buying headquarters of 1,200 meat chain organizations.

adays, to prove that a steadily increasing number of industrial advertisers have learned that drama in its relation to your product is like Romance in Kipling's verse. You remember how, while everybody was bewailing the death of Romance,

All unseen
Romance brought up the nine-fifteen.

Of course it isn't all in the choice of a picture, much as that has to do with it. Even an intrinsically commonplace picture may be lifted into drama by a vigorous bit of descriptive writing which accompanies it; though it must be admitted that instances are not extremely common—probably because the advertiser who has imagination enough to write dramatically, also has imagination enough to choose, or work out, a dramatic picture in the first place.

It is also true that some products have a better inherent dramatic appeal than others. One useful test is a study of the reactions of a small boy to machinery. From my own experience of that test, I would be inclined to put the steam

locomotive at the head of the list for natural dramatic value, and the steam shovel close up.

But there is no industrial product with a handicap in this regard too great to be overcome, if you make a real study of the possibilities of its use. Is there anything seemingly more undramatic than a cedar pole—or more dramatic than that same pole as the scene of the struggle of a gang of electric linemen with a sleet storm? A paper bag is an undemonstrative object; until the Bates Valve Bag Company shows a pile of them, full of cement, standing up as a runway for a gang of men unloading a freight car of others.

ACTION PAYS

Nothing in the world will pay you better dividends on your advertising (and this applies to much more than industrial advertising, although that is the particular kind I have been talking about) than action, and action directly and intimately related to the thing you have to sell. Make it move; make



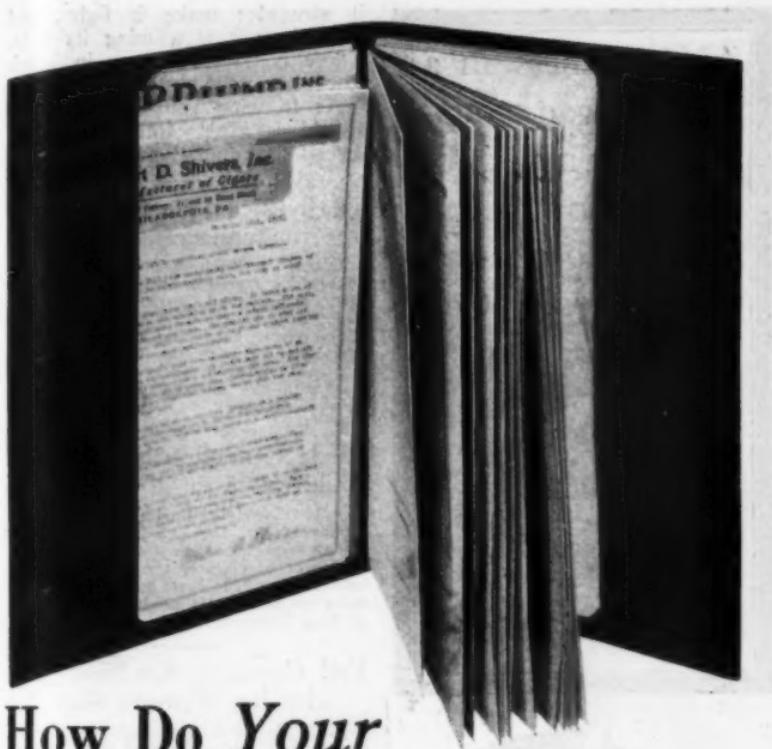
*Expert
Photography
Is one thing—
But expert
Photography PLUS
Creative ability—
Is everything!*

*Which is where we
Come in—
And where we'd
Like to have you
Follow suit!*

Apeda Studio
PHOTOGRAPHERS

212 West 48th Street
New York
CHICKERING 3960

Courtesy of Geo. C. Batcheller & Co.



How Do Your Letters Rate as Salesmen?

DO you sometimes review your sales letters critically—perhaps disappointedly? The odds are they would take on new interest if illustrated. For letters often need pictures as much—or more—than advertisements do.

The drab letter that needs many paragraphs to tell what a picture could say much better will eventually be as obsolete as snuff boxes.

Four-page illustrated letters are now being used to show the product in colors—how to use it.

Varied samples of such work have been collected and published in the Handbook of Illustrated Letters shown above. In the front cover pockets excellent examples

of color printing. In the back cover pocket, are sample sheets of Two-Text Illustrated Letter Paper, all ready for the layout man's pencil.

The specimens are all printed upon Two-Text, which gives a bond surface for the letter side and a coated surface for the illustrated side, a sheet that is far more opaque than other papers, that folds without the slightest semblance of cracking.

This booklet and specimens are yours without cost. Simply request them on your letterhead. Standard Paper Manufacturing Company, Richmond, Va.

Attractiveness in a house-organ, a catalogue or a mail campaign is no accident. Make a note to call us. Caledonia 6076.



CURRIER & HARFORD
LTD • 468 FOURTH AVE., N.Y.C.

it struggle; make it fight; and show how it is winning its fight. There is no surer way in which to capture your customer's interest.

As to what your advertisement should do after capturing this interest—that's another story.

J. J. Ruch Joins Sunny Line Appliances, Inc.

James J. Ruch has been appointed advertising manager and is in charge of sales promotional work of the Sunny Line Appliances, Inc., Detroit, maker of electrical household appliances. He was recently with the Coffield Washer Company, Dayton, Ohio. Previously he was with the Electric Appliance Company, Pittsburgh.

Made General Sales Manager, Children's Vehicle Corporation

J. L. Plowright, Eastern division sales manager of the Children's Vehicle Corporation, East Templeton, Mass., manufacturer of children's carriages, Speed-mobiles, etc., has been appointed general sales manager. His headquarters will be at East Templeton.

Fall Campaign for New Jewels for Women's Shoes

B. A. Ballou & Company, Inc., Providence, R. I., has appointed the Larchmont Company, Providence advertising agency, to direct the advertising of "Spans," a new ornamental jewelry strap for women's pumps. Magazines and business papers will be used this fall.

L. E. Shecter to Leave Baltimore Agency

Louis E. Shecter, of The Joseph Katz Company, Baltimore advertising agency, will become advertising counselor for the four Hecht Brothers stores, of that city and New York, on November 1. He joined the Katz agency in 1919 and was made a member of that company in 1923.

T. H. McClure with Gardiner-Lucas

T. H. McClure, formerly with Calkins & Holden, Inc., has joined the Gardiner-Lucas Licorice Company, Inc., Brooklyn, N. Y., as general manager. He was at one time advertising manager of the United States Navy Department sales division.

The Cohn-Hall-Marx Company, New York, fabrics, for the fiscal year ended July 31, 1927, reports profits, after charges but before taxes, of \$541,886, against \$13,955 in the previous year.

To
Reach
**CHAIN
STORES**
Use

**CHAIN STORE
AGE**

55 Worth Street New York City

The NOVEMBER

NEW AGE Illustrated

25 Cents

In this Issue

WHY I WANT TO DIE BEFORE I'M OLD

By
Anna
Steele
Richardson

Beginning—
BLOODY GROUND

*A New Novel of the
Pioneer West*

Formerly
SUCCESS
MAGAZINE

See Announcement Inside

The chapter of material success is written boldly in American life but we are only turning the first pages of that deeper success which is the real challenge to our courage in the new age. All that is valuable in human achievement, all that is significant in human progress, all that is important to human interest, we shall try to give to you in *The New Age Illustrated*.

IT is all very well to be a highly regarded voice in farm affairs for 87 years—a paper that for almost a century has been welcomed in famous Southern manor houses—but we hold it equally as important to be indispensable to those younger spirits that are writing new pages in our agricultural history.

One subscriber writes us that he would not be without it for \$150.00 a year.

Another writes, "I started farming eighteen years ago on a rented farm, one horse, two cows, and today I have 568 acres, 75 head of cows and heifers and it is all paid for. I have been a constant reader of the Southern Planter all this time and wish to give it due credit for my success."

There's a more important term than even "reader interest" . . . it's "*reader friendship*" which the Southern Planter evidently has. It means that your advertising is hospitably received in over 200,000 homes in Virginia and her neighbor states. **THE SOUTHERN PLANTER**, Richmond, Va., Established 1840.



Home of the Southern Planter

Sunkist's Dealer Service Calls Cost \$2.10 per Call

(Continued from page 6)

Costs are only part of the picture. The flexible nature of the Exchange's products and its day-to-day selling methods make checks against total sales volume almost impossible. Oftentimes well over a thousand cars are on track and rolling and many hundreds of cars are sold daily. It takes, as previously mentioned, 450,000 retailers to pass these daily sales on to the 130,000,000 citrus consumers in the United States and Canada. At best, only a few hundred retailers can be called on by the entire force on any given day, and the product is so perishable and turns over so quickly that by the time call-backs can be made it is not always possible to gather authentic figures.

While specific check-up is not entirely feasible, it is possible to keep certain general checks on our accomplishments. Of course, our men are constantly checking in a small way, and these check-backs are reported each week in their reports. Frequently they are backed up by photographs and testimonial letters from the merchants who benefited from the exchange of confidence and service.

For the last year one man has been kept busy not only working among the field men, to pass ideas along and to standardize practices, but to conduct a continual check on calls made previously by the service men. This supervisor makes out a complete report on every call and as averages are what is being sought, the information on each one of these check-back call reports is tabulated and averaged so it is possible to tell, at the end of the year, just about how much of the work has "stuck" with the dealers visited. This gives a reasonably accurate check on the general efficiency of the personal work.

For example, we find that out of 256 check-back calls made recently, display material placed by Exchange service men was still found

up in 40 per cent of the stores. This from a month to a year after the original service call. Thirty per cent of these 256 merchants had saved for future use some of the material left; 80 per cent stated that they used material mailed them from time to time; 70 per cent remembered distinctly the service man's call and 70 per cent had retained, in some form or other, in their business some of the suggestions made during the man's call. Questioned as to which service they preferred, display or merchandising, 75 per cent went on record in favor of display service. It must be understood that this is not a special investigation but simply the running report of a man checking back on the trade every working day in the year, encountering current market conditions in scores of different markets.

An investigation made this summer of 2,941 retailers of all grades in seventeen cities of the United States and Canada disclosed some further interesting figures on the lasting effect of personal dealer service contacts. Of 767 first-class stores visited 46 per cent still had Exchange display material up, although many of the service contacts had been many months prior to the investigation. Twenty-nine per cent of the second-class stores, numbering 1,157, had Exchange display material showing and of the 1,017 third-class stores, seldom afforded the benefits of Exchange personal dealer service, 15 per cent were found with Exchange material of some sort on display. Stores were classified into three general grades, good, medium and poor, or by number, one, two and three.

Attempt was also made to determine what the dealer remembered of the last personal service call. With the number one, or good stores, the average lapse of time since the last visit from an Exchange service man was nine months, still 62 per cent remembered the call distinctly and of these 88 per cent recalled some particular type of co-operation offered at that time. This is not a test of the dealer's memory. It is a definite proof that practical service

Oct. 6, 1927



If all your salesmen were
as good as your best, there
wouldn't be much question
about widening the market



You can tell your story
the way your best sales-
man tells it and drive
it home between calls,
through the proper
use of good printing.

Whatever form you use,
our experience will prove
helpful, not only in the
printing, but in the plan-
ning and the preparation.

THE STIRLING PRESS

Intelligent Co-operation

318-326 W. 39th St., New York City

Give PIPES!



(Distinctive Shapes)

build good will—make friends
—boost your sales!

NATIONALLY known companies
have discovered that gift pipes are
most successful sales promoters.

Pipes last for years, are in constant
use, and make prospects and cus-
tomers remember you favorably.

LHS pipes, of the choicest imported
briar root, are handsome, perfectly
balanced, and delightfully cool.

*At remarkably small cost they help
you land BIG sales! Write us now!*

*LHS pipes are distributed by lead-
ing houses throughout the U. S.*

L. & H. STERN, INC.
Manufacturers

212 Fifth Ave., New York City

designed to meet the merchant's
needs will, in the majority of
cases, leave an indelible impression.
These retailers were convinced that
something of benefit to their busi-
ness had accrued from this per-
sonal service contact.

The showing with the second-
class or medium stores was even
better. Sixty-four per cent re-
called the visit, which averaged six
months prior to investigation, and
of this number 89 per cent could
show some tangible example of co-
operation rendered during this call.
As it is impossible to contact with
all dealers, Exchange service men
do not make any effort to work
with third-grade or poor stores.
The only possible contact with
such dealers is upon special request
of some jobber who is trying to
build up some promising third-
grade dealer into a real fruit mer-
chant. Only 28 per cent of this
class of trade recalled a visit from
an Exchange service representative
on an average of one year between
calls. It is evident, however, from
the percentage that co-operated, 83
per cent, that such of this trade as did
receive the advantages of Ex-
change service made the most of
the opportunity when it was of-
fered them.

Note how closely the figures in
this special investigation parallel
those of the supervisor, although
none of the investigators was
aware of the experience of the
supervisor.

TWELVE-YEAR EXPERIENCE PROVES SUCCESS OF WORK

Frequent service mailings sup-
plement the personal work. It is,
of course, a simple matter to keep
exact experience results on these
mailings. Some tangible thing is
offered in practically every mailing,
they are all keyed, just like
magazine advertisements, and week-
to-week records are kept on every
mailing.

The long swing of business ex-
perience has proved that the aims
of the Exchange Dealer Service De-
partment set out to accomplish in
1915 were sound. It is a rare in-
stance, nowadays, to find a grocer
or any other retail food merchan-

Insuring packages is more convenient



NORTH AMERICA Parcel Post Insurance solves the problem of how to insure packages conveniently and economically. Coupons from a North America Coupon Book insure automatically and promise prompt adjustment in the event of claim.

Ask any North America Agent about this dependable and efficient insurance—or send the attached coupon for full information.

the North America way



Insurance Company of North America
Sixteenth Street at the Parkway
Philadelphia, Pa., Dept. W-106

Name _____

Street _____

City _____ State _____

Wants information on Parcel Post Insurance

"The Oldest
American
Fire and
Marine
Insurance
Company"

Founded 1792

Oct. 6, 1927

In Nashville

*The*

TENNESSEAN

MORNING—EVENING—
SUNDAY

Goes into Nearly All
Worth While Homes
In One of the South's
Fastest Growing
Cities.

JOHN M. BRANHAM COMPANY

Representatives

Chicago, New York, Detroit,
St. Louis, Kansas City, Atlanta,
Los Angeles, San Francisco, Seattle

diser who does not display oranges and lemons, in fact all fruits and vegetables, in a conspicuous fashion. The suggestion passed along by Exchange service men to leading merchants has been acted upon by these bell-wethers and in turn imitated by the rank and file. Retail margins are more in line with the market, odd-cent prices are common, more net profit is gained by the man pricing according to modern margin ideas, larger units are offered for sale and, most gratifying of all, from the standpoint of the 11,500 growers in California who have pioneered in this effort, more and more dealers are spontaneously conducting "special sales" and putting in window displays of their own.

These general trends all prove that the program of dealer service is sound and is being used in a practical manner. Dealer service generated by dealers themselves will pay in the long run. "Dealer service" used as a consumer advertising medium only will not—the competition is too keen.

The

COMMERCIAL- APPEAL

MEMPHIS

*The South's
LARGEST
Newspaper*

Morning & Evening . 150,000
Sunday 137,000

Complete Market Data
Service Maintained

JOHN M. BRANHAM COMPANY

Representatives

Chicago, New York, Detroit, St. Louis,
Kansas City, Atlanta, Los Angeles,
San Francisco, Seattle

Death of W. C. Bambrough

William C. Bambrough, for seven years advertising manager of the New England Telephone & Telegraph Company, died at Newton, Mass., September 25, in his sixtieth year. He joined the New England Telephone & Telegraph Company as advertising manager in 1911 and retained that position until 1918, when he resigned to become sales and advertising manager of the M. S. Little Company, Hartford, Conn.

About two years later he became director of the sales and advertising division of the Babson Institute, Wellesley Hills. Later he became sales and advertising manager of the Drake Cake Company, Brooklyn, N. Y., and for a year and a half was associated with Edward L. Bernays, New York. He was also president of the Boston Rotary Club in 1917 and 1918.

New Cleveland Electrotypes Business

Ralph H. Schwarz, formerly secretary of the Art Electrotypes Foundry Company, Cleveland, has started the Ace Electrotypes Company at that city.

Trust Account to Tracy-Parry

The Integrity Trust Company, Philadelphia, has appointed the Tracy-Parry Company, advertising agency of that city, to direct its advertising account.



**"When I
want to talk to millions of
motorists, I go right up to
the edge of the road with
Highway Lighthouses.
Where do you go?"'**

**Highway Lighthouse
maintained by Planters
Peanuts on White Horse
Pike, Philadelphia—
Atlantic City.**

**6,000,000 persons pass
this point yearly.**



**HIGHWAY
LIGHTHOUSE
Co.**

New York, Chicago,
Pittsburgh, Detroit

"The Right Way Is On the Right-of-Way"

ANOTHER NEW MAN



REED PARKER
Account Representative

FRANK SEAMAN *Incorporated*
NEW YORK

Ask the Reader a Question— Then Answer It

Many Advertisers Are Exciting Curiosity and Then Satisfying That Curiosity

By A. L. Townsend

TH E wide popularity of the "Ask Me Another" fad is substantial proof of the fact that people rather like to answer questions.

However, if they can't figure out the correct answer, it makes people peeved. They rather prefer to have that answer always accessible in case they need it.

Advertising is borrowing a page from this basic idea. A question seems almost always to be a challenge to the intelligence of the reader. He stops and considers things. Does he know the answer? If not, why not? Headlines that ask a question, therefore, are almost invariably sure of their audiences. Even in cold type, a question demands an answer. The reader will not allow that advertisement to pass until he has done his best.

But the proof of the pudding is exemplified in the large number of advertisers who employ this method. Naturally, they answer their own questions, but the reader must go through the message from top to bottom in order to make certain that his own personal answer is the right one.

"Why is this car being run in an ice box?" demands General Motors. There is an illustration of a mechanic, clad as if for the North Pole, standing beside a motor in motion. It must be admitted that few people who see the question can pass on to something else without first learning the answer.

The advertiser proceeds in this manner:

Every day and every night, summer and winter, a General Motors car is being tested in this big ice box in our Laboratories. The temperature can be lowered to 30 degrees below zero. Ease of starting, acceleration, gas consumption, richness of mixture, oil dilution—every factor of winter driving can be

tested out at every degree of temperature.

Interesting? It is one of those questions, however, which only the advertiser himself can answer, and so the prospect must go deeper into the copy than the headline. Which is the ideal scheme, after all.

"Do you give your refrigerator enough to eat?" queries the National Association of Ice Industries, with a whimsical turn. What can that possibly mean? The reader has been "asked another" and can't find a ready response.

Then the answer:

That sounds funny, doesn't it? But really it isn't. It's a mighty serious question. Your furnace eats coal, doesn't it? It eats coal much as we eat food—to make heat. If you do not feed your furnace enough coal, you do not get enough heat.

Same way with your refrigerator. It eats ice—to make cold. That is, the melting of the ice chills the surrounding air, which in turn chills the food in your refrigerator. You don't expect your furnace to give maximum heat with little or no coal. Then how can you expect your refrigerator to give you the maximum amount of cold with little or no ice?

An interesting question is put to the reader and answered tidily enough. This type of advertising is almost certain of reader interest.

"How much do you pay for water?" asks the Permutit Company in a magazine advertisement. To any home owner, that is a vital question which deserves an answer. Probably he doesn't know. Then again, he may decide to refer to receipts. The body of the advertisement is made up of an engrossing answer which has to do with the clogging of feed pipes.

Texaco demands of the motorist this: "Should you change the grade of oil as hot weather comes?" The reader may not have given the question serious consideration,

TRY COUNTING THE NEW ONES!

Magnificent Cathedrals
going up
Everywhere

A TREMENDOUSLY STRONG
and
WEALTHY ORGANIZATION
with
NUMEROUS BRANCHES
in EVERY
CITY AND TOWN
with
ONLY ONE MEDIUM
Absolutely Restricted
to the church buyer

Write for samples and information
concerning
The Church Trade Journal since 1899

The EXPOSITOR

710 Caxton Building
Cleveland, Ohio
156 Fifth Ave.
New York City

37 S. Wabash
Chicago, Ill.

An Advertising MANAGER

With a background of 10 years in advertising agencies, handling accounts in many fields—six years in corporation advertising departments. Thoroughly familiar with all phases of advertising, merchandising, marketing and sales promotion. Practical knowledge of the mechanics of advertising. Age 35, married, Christian. Available at an early date. Box E-267, Printers' Ink.

but the advertisement has made him a little uneasy. He wants to find out. And does, when he reads this:

Five out of six car owners should change to a heavier grade during the hot weather, in order to get the full power and oil-economy of which their engines are capable. Five out of six car owners should use a heavier oil to protect their cars from summer wear. How many do change? How many do know the proper grade of oil required?

There is a Celotex illustration of a housewife, pen in hand, pondering, at her home desk. The advertiser, addressing a question to every woman of this type, asks: "To the guardians of the family budget—is one-third of your fuel-money worth saving?"

The reader readily says "yes," but would be interested in what the advertiser has to say on this important subject:

It is always hard to make both ends meet, and buy all the things you want for your family. Wouldn't it be a real help if you could cut your fuel-budget by a third?

Then she is told how this desired objective can be accomplished.

Such headlines as the ones listed below, advertisers maintain, literally compel the reader's attention. He must look over the remainder of the copy. He must find the answer, and even if he thinks he knows the answer, he will want to learn the other person's point of view:

"IS YOUR HOME TABLE-SHY?"
"ARE YOU A GOOD COOK—REALLY?"
"WHY DO I ASK THE GROCER?"
"ARE YOU DATING YOUR HOSIERY?"
"IS IMPROVEMENT POSSIBLE IN RADIO
SETS?"
"WHEN YOU TAKE OFF YOUR HAT:
ARE YOU PRETTIER?"
"WHY DO WOMEN LIKE TO DRIVE
THIS CAR?"

The element of suspense is in such headlines as these. You are continually interested in what the writer of the advertisement has to say on a subject with which you believe you are perfectly familiar. Will your answer correspond with his? Have you been right or wrong, all along?

"Is your car vicious? Is it like this?" is the splashing inquiry

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Oct. 6, 1927.

PRINTERS' INK

207

"Sampling as an adjunct to food advertising"—is the title of a bulletin we have just completed

This little article gives in a concise manner the reasons for the success of food manufacturers who link their advertising to proper sampling of their products direct to the consumer. Please write for it.

PECK DISTRIBUTING CORP.
6 East 39th Street New York

Advertising Salesman

An established and successful business paper has an opening for an advertising salesman, between 25 and 30, who already has a good record of achievement, but is looking for opportunities greater than his present job seems to hold for him. Headquarters in New York. Must be willing to travel about half the time. Tell all about yourself in first letter which will be held in strict confidence. The members of our own organization know about this advertisement.

Address "U," Box 128,
PRINTERS' INK.

SUCCESSFUL

SALES and Advertising Manager wishes to line up with a manufacturing concern in the above capacity. Have recently disposed of my agency business after eight years of successful operation in a city of 60,000 inhabitants, due to the fact that I reached the limit of expansion. Experienced in the preparation of plans, copy, layouts for national mail-order, direct-by-mail. Prefer Chicago or Milwaukee location. Can furnish best of references as to character and ability. Thirty-four years old and married.

Address "L," Box 121

PRINTERS' INK

asked by a Watson Stabilator advertisement. Then the reader is bombarded with these questions, all of which would certainly interest any driver of a car:

"Does driving your car give you a pain across the shoulders and 'take it out of you' generally?"

"Does the rear seat too often leap and toss the passengers, sometimes mildly and sometimes violently?"

"Does the front end of your car bob and pitch and make it necessary for you to drive very slowly and cautiously over even moderately bad roads?"

"Do the rear wheels bounce and spin and scuff the tires against the road?"

There are many more of the same, always asking questions which the average motorist is very likely to answer in the affirmative. Nevertheless, he is interested in what the advertiser has to say on the subject and wants the answers to all of these problems.

The question advertisement puts the reader himself to work.

In that respect alone it is valuable, from an advertising point of view.

Here is the dominating question put by Buick: "How far will your car go before the miles begin to tell?" An important question without a doubt. The answer is given in this manner:

If you buy a new car every 10,000 miles or so, almost any car will give you satisfactory results. But if you want the same fine service on through the second, third, and the many following tens of thousands of miles, buy a Buick.

Then facts begin to assemble, to substantiate this claim.

At the top of a Campbell Soup advertisement, in colors, there appeared this query:

"What is the most important thing in your life?"

Are you willing to accede that anyone reading such a headline will have his natural curiosity aroused?

Will you admit that it is almost compulsory to read the copy which follows?

I believe you will answer in the affirmative. Natural curiosity

**The
Eastman Marketing Seminar**

November 9, 10, and 11

The Engineering Societies Building
29 West 39th Street
New York

THIS Seminar will be a three-day study of market research methods, the results obtained, and their practical application to management.

Our purpose is to make available to business executives, in a condensed course of instruction, the accumulated experience of this organization in the conduct of marketing and sales surveys. The Seminar will be conducted by executives of the Eastman organization who have made market research and its application their life work.

Each day will include five study periods, in which subjects will be presented with an abundance of practical illustration. The sixth period will be an open forum for discussion, and the consideration of practical problems presented by those attending. Registration will be limited to executives, department heads, and educators. The group will be restricted to sixty, to insure effective study and intimate discussion.

Details regarding program, terms, and registration, on request.

R.O.EASTMAN, Incorporated

7016 Euclid Avenue
Cleveland

113 West 42nd Street
New York

WE WANT TO SAY:

"These are the publications we print," but such a statement wouldn't be wholly true.



IT is difficult to identify as many as fifty different periodicals on this "newsstand," but that number is *less than one-fourth* of the publications printed by Kable Brothers Company.

Boston, New York, St. Louis, Chicago, Omaha, Cleveland, Denver, Rochester, Pittsburgh, Detroit and sixty-four other cities are represented in this group. Distance is no handicap. If it were, such a collection of magazines would never find themselves in the same place at the same time.

The fact that they are is evidence that organizations as well as private publishers have found a concern that does the whole job of periodical printing at less cost than printers in the metropolitan centers and with no sacrifice of quality.

KABLE BROTHERS COMPANY
MOUNT MORRIS, ILLINOIS

certainly will compel you to do it. So the advertiser sets about answering the question in a thoroughly human way:

A great ocean liner approaches New York. On board is a celebrity. Perhaps a great military leader of worldwide renown. Or a girl who has swum the English Channel. Or a golf champion who has won the "British Open." Or an ex-president of the United States, back from a triumphant tour of the world. Fame, beauty, talent, remarkable achievement, have lifted them to dizzy prominence.

The streets are lined with people. The bands play. The ticker tape flies from the skyscrapers. With tumult and rejoicing the people acclaim their hero or their heroine. And through the stirring picture, buoyant and happy, moves the recipient of all this acclamation.

So the advertiser leads up to his subject. He has asked a pointed question but has not answered it, as yet. Now to business:

And what is it all but a tribute to Health? The crowd sees but the climax and the reward. But the celebrity passing through the lanes of spectators, knows the real secret. Talents have been cultivated. Ambitions have been nursed. Hard, grinding effort has gone into the battle. But always, everywhere has been the necessity for good, sound condition, abundant energy, steady nerves, sleep, exercise, the right food.

Nobody can question the truth of this, of course.

A nourishing soup must be part of the program of health. We all eat soup.

"Why is this new lamp better?" questions National Mazda. While we know it is an advertisement, nevertheless we read the five reasons. We don't wish to miss anything.

"What's your favorite alibi?" a Listerine advertisement asks, and it is but human to read on:

With a dozen clean shirts within arm's reach, a brilliant author will not discard his soiled one until driven to it by his wife. A slovenly man? Not at all, but he merely dislikes the actual task of changing the buttons. A very successful lawyer fails utterly to keep his nails clean. In fact, he declines to do it. He knows that he ought to, of course. But he dislikes doing the job himself. And he will not take the time to go to a manicurist. These are examples of a certain type of laziness that is present in most of us, however we may deny it.

The advertiser has asked a ques-

A Director of Sales and an Advertising Manager

Now associated with nationally-known manufacturer, available this Fall as a team for Pacific Coast representation on either a branch office or an agency basis.

N. R. Crawford

Carroll Park

Bay City, Michigan

Advertising and Sales Promotion Man Available

—12 years complete charge of sales promotion for one of largest manufacturers in the Middle West.

3 years Commercial Sales Manager for a leading household utility.

He knows how to reach National Markets quickly and effectively and can guarantee strong dealer tie-up with any reasonable campaign. Thoroughly familiar with Advertising Agency work.

Now located in Chicago but prefers connection with sound manufacturer in smaller community.

**Address, "N," Box 124, Printers' Ink
231 S. La Salle Street . . . Chicago**

SALES MANAGER Wanted

Old established New York Company manufacturing complete Plumbing Specialty line selling direct to retail Plumbing Trade, wants a top-notch experienced Christian Sales Manager (not a desk man) to take direct charge of Western Sales Office in Chicago. Age between 30 and 40 years. Must be willing to sell personally in territory for limited time to obtain experience in selling angles of this particular line to enable him to direct and when necessary demonstrate to Salesmen. Territories active. Compensation based on nominal Salary and Percentage on results. A really fine opportunity for the man who wants a bigger permanent future and is willing to work hard for it and who can produce. Give full particulars in first letter, also present and past employers strictly confidential. To take service between now and January first. Write Box 17, Station L, New York City.

**EASTERN
REPRESENTATION**
for
Publications of Merit

John Schaefer
Publishers Representative
55 WEST 42 St.
New York

tion and answered it with great skill.

It is wholly human and natural to answer a question when it is asked.

Advertising questions are every bit as irresistible as those which are asked verbally.

Such advertising is very apt to be read.

Eight Retail Associations Merge National Activities

A merger of the national activities of eight retail organizations of the country was effected at a recent meeting of the Retail National Council, held at Washington, D. C. George V. Sheridan, who has been executive director of the Ohio Council of Retail Merchants for the last six years, was named secretary-manager of the council.

Headquarters of the council will be moved from Indianapolis to Columbus, where they will be merged with the present quarters of the Ohio Council of Retail Merchants. Mr. Sheridan succeeds Herbert P. Sheets, Indianapolis, secretary of the National Retail Hardware Association, as secretary-manager of the National Council.

The national associations included in the Retailers National Council are the National Shoe Retailers Association, National Retail Dry Goods Association, National Retail Furniture Association, National Association of Retail Clothiers and Furnishers, National Association of Retail Grocers, National Retail Hardware Association, National Association of Retail Druggists and the Garment Retailers of America.

New England Newspaper Campaign for Boston Garage

The Priggen Steel Garage Company, Boston, has appointed the Wells Advertising Agency, Inc., of that city, to direct its advertising account. Newspapers will be used in a New England advertising campaign.

W. C. Dover with William Findlay Company

William C. Dover has joined the William Findlay Company, Toronto, Ont., advertising, as an account executive. For the last seven years he has been with The MacLean Publishing Company, Ltd., Toronto.

Sterling Products Report Gain in Net Income

Sterling Products, Inc., Wheeling, W. Va., Cascarets, Bayer's Aspirin, etc., reports for the six months ended June 30, 1927, a net profit of \$2,755,789, after Federal taxes, against \$2,482,726 in the first six months of 1926.

The Business Side of Agency Practice Fully Explained

THE ADVERTISING AGENCY

A New Book by

FLOYD Y. KEELER

Formerly Vice-President, Frank Seaman, Inc.

and

ALBERT E. HAASE

Associate Editor, PRINTERS' INK



The First and Only Book

to set forth how an advertising agency is organized, operated and directed. Here is described step by step, with a liberal use of sample forms, just how the different departments of an agency work. This is a reference manual of constant help to the going agency, to each department head and to the ambitious man starting out on his own account. The authors' broad knowledge and wide experience have enabled them to pack this handbook full of information as to the best ways of operation used by the best agencies both large and small.

"Everything is put in its ordered sequence with excellent accuracy. The whole structure of the agency is set up from a cross section. The enduring value of the work comes out of the fact that the authors were capable of their task, in knowledge, judgment, student diligence and editorial skill."—James O'Shaughnessy, Secretary, American Association of Advertising Agencies.
"This book should do much to dispel the misunderstanding which often exists in the manufacturer's mind as to what an agency is and how it works."—Printers' Ink.

HARPER & BROTHERS
Publishers, New York

Roy S. Durstine

of Barton, Durstine and Osborn in his foreword
to the book says:

"While in no sense a special plea for the advertising agent, it is a sincere effort on the part of the authors to show the very important part the advertising agent plays in the business world and how he does it through the medium of his organization."

Free Examination Coupon

HARPER & BROTHERS P. I. 10
49 East 33 Street, New York, N. Y.

Gentlemen: Please send me postpaid for free examination on approval one copy of THE ADVERTISING AGENCY by Floyd Y. Keeler and Albert E. Haase.

- I agree to remit \$6.00 within ten days of receipt of book, or to return the book.
- I enclose my check for \$6.00.
- Please send this book C. O. D.

Name PLEASE PRINT

Address

Business Occupation

PRINTERS' INK

Registered U. S. Patent Office

*A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell*PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: Illinois Merchants Bank Building, GOV'T COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 364 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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	D. M. Hubbard
Washington: James True	
London: Thomas Russell	

NEW YORK, OCTOBER 6, 1927

**"Get the
Facts"**

There is no substitute for first-hand knowledge in getting facts. Business executives know this, but few of them seem to give the necessary time to so important a subject. The corporation with the largest earnings in this country last year, however, looks upon the acquisition of facts about its business as being important enough to have its president go out into the field to gather them.

Alfred P. Sloan, Jr., president of the General Motors Corporation, has visited personally practically every city in the United States, from the Atlantic to the Pacific and from the Gulf of Mexico to the Canadian border, simply to get facts about his business. How and why he did it,

he explained to the automobile editors of American newspapers on their recent visit to his company's proving grounds.

"It has taken weeks and weeks," he stated, "of the hardest kind of work and continual travel to accomplish this result. I wish my duties were such that I could do more of it, and I am trying to arrange my affairs so that I can. In these trips I visit from five to ten dealers per day. I meet them in their own places of business, talk with them across their own desks and solicit from them suggestions and criticisms as to their relations with the corporation; the character of the product; the corporation's policies; the trend of the consumer demand; their viewpoint as to the future, and many other things that such a contact makes possible."

"I solicit criticisms of everything and anything. I make careful notes of all points that come up that are worth while, and, when I get back home, I study and develop those points and capitalize them so far as possible. The reason for all this is, that irrespective of how efficient our contact through our regular organizations may be, our men in the field are charged with doing specific things and that takes all their time and effort. I go out from the stand-point of general policies and get the facts in a very personal way without the intermediary of an organization which is apt to overlook the most important points and inject their own personal viewpoint on such points as they do get."

If the proper gathering of facts is so important to the executive of such a large corporation, with its immense resources and staffs of experts to gauge the markets, consider how much more important it is to smaller concerns. Sales managers and advertising managers who have not the time to get out and visit their customers and dealers must know that they have not a complete picture of their business. To get a complete picture is hard, but personal contact is one of the necessary steps

toward that end, and mountains of reports and surveys cannot be considered a substitute.

**Advertising
Not a Magic
Machine**

Recently a man was arrested in Newark, N. J., who had been making a comfortable living selling an interesting little machine. Into one end the buyer fed \$1 bills and out of the other end with the turn of a crank came nice, crisp ones of the \$20 denomination.

Some otherwise sane and conservative manufacturers still look on advertising the way the dupes of this get-rich-quick salesman looked on his phoney machine.

Often with an inferior product, poorly packaged or with an appropriation wasted in irregular mediums or in good mediums with no merchandising tie-up, he blames advertising when sales don't jump immediately. Without plan, continuity, common sense, a well-chosen name, a good package and a good product, advertising will never help a business grow. Yet these dabblers in advertising without adequate preparation invariably blame advertising instead of themselves. Nor with all the preliminaries right, will a good consumer advertising campaign by a manufacturer selling through the usual trade channels show immediate results except in a few rare cases.

One of the most successful advertisers in America said that he always advised a manufacturer friend who contemplated advertising a good product to "take a five-year look before you leap." Three out of the five successful companies with which he has been closely associated did not receive the real benefits of the advertising for five years from the date of its first appearance. The other two went over more quickly, but in those cases unusual conditions were present which would scarcely ever exist in new companies entering advertising for the first time.

Anyone who sells advertising service or space on the basis that magic results will follow is hurting the whole business of advertising.

Any man who enters into an advertising campaign to get rich quick is as gullible as the purchasers of the machine which was supposed to turn one-dollar bills into twenties.

**The Fight
Grows
Harder**

George H. Capper, president of the Capper & Capper chain of men's stores, says that his kind of business is entering upon a period of competition "more acute than any man living has ever known."

Mr. Capper must have had this condition in mind when he completed plans for the newest store of his organization which is soon to open in Chicago. The salesmen in this establishment, instead of waiting for customers to come in, will devote a good part of their time in going from office to office hunting for them. Salem Baskin, former advertising director of the House of Kuppenheimer, will employ a similar plan of selling in a second retail clothing store which he is now opening in that town. Mr. Baskin is the recognized Hart Schaffner & Marx retailer for Chicago and naturally has considerable advertising prestige owing to that fact. But he is going to accentuate the effect of the advertising by sending out his salespeople to make personal contacts in Loop office buildings or wherever else his trade may be located.

Such selling five or six years ago would have been regarded as ridiculously impossible. But here are two first-class retail organizations going ahead with it on an ambitious scale. The exigencies of competition will force the breaking of other precedents also.

The thing is extending even to the wholesale trade in men's goods. Wilson Brothers, in opening a new San Francisco office and stockroom, have ordered some especially equipped trucks in which salesmen will visit small-town retailers. Each truck will have the firm's entire sample line. In other words, Wilson will not wait for dealers to visit market and thus be ex-

posed to competition but will take the merchandise to them direct.

A real fight for business is on in almost any line of trade that can be named. Profit margins are necessarily going to be smaller. Nevertheless the net returns for the truly aggressive and resourceful merchandiser will be more satisfactory than ever. This is the significant feature of a growingly spectacular situation which is not going to be overlooked by the consistent advertiser. Weaklings and those who lack advertising faith and vision may as well expect not to have any real part in the contest. But to others the rewards will be correspondingly greater.

**Freeman's
Flaring
Forties**

A "confession" of much more than ordinary interest to advertising men appears in the October number of *The American Magazine*. It is entitled "I Have Made a Million Dollars but I Haven't Got a Cent"; the author is William C. Freeman, a nationally known figure in the advertising world for the last three decades.

Mr. Freeman's "confession" is profoundly interesting on two counts: As intimate autobiography it is the story of a unique personality, most engagingly told. As advertising history, it has lots of "inside stuff." Speaking of the time when he became advertising manager of the New York *Evening Journal*, in 1896, Mr. Freeman says: "Mr. Hearst paid me a fortune during this period (1896 to 1908). . . . After having been on this important job for several years, I obtained a contract from the John Wanamaker store which amounted to \$157,600. I did not think it was an unusual accomplishment, but Mr. Hearst did, and he rewarded me in quite a wonderful way. He authorized the cancellation of my total indebtedness to the paper (mind you, amounting to many thousands of dollars), and in addition I was given a check for \$1,000." As advertising manager of the New York *Evening Mail* (1908 to 1913), Mr. Freeman says he made more money in these five

years than he had ever made before, Henry L. Stoddard, editor and owner of the paper, giving him the privilege of syndicating the advertising talks which ran in the paper for 1,000 consecutive publication days. These earned for Mr. Freeman more than \$55,000. The above are two instances out of several.

On the personal side, Mr. Freeman's recital is mercilessly frank. To confess to business failure, which he does in the article, takes moral courage. "I am going to make a clean breast," he says, "of how I let slip through my fingers all the money I have earned thus far in my lifetime, which approximates \$1,000,000." And he does, relentlessly. He loved to spend, he says. He began to give his extravagant habits free indulgence about the time Mr. Hearst canceled his personal debts to the Hearst company. A friend of his family told him later: "You were in your flaring forties then, the most dangerous period in a man's life. The period of flaming youth is nothing in comparison to it. A man in his forties, unless he puts a strong grip on himself, is apt to do the most foolish things of his career. In your case, you gave full rein to your extravagant tendencies."

Mr. Freeman concludes: "One thing is certain: I have learned my lesson at last. I feel sure that opportunities will come my way to redeem myself, and that my earning power will be restored to me. And when that time comes, I know that I shall be able to live as well as I ever did on 40 per cent of my income. Then I shall divide the remaining 60 per cent into two parts, setting aside 30 per cent to pay my creditors and 30 per cent for insurance and savings."

**H. B. Grimm with Cleveland
Bank Group**

Harrison B. Grimm, for many years in charge of advertising and new business of the Security Trust Company, Cleveland, has been appointed to similar duties with the Guardian group of banks, Cleveland. This group includes the Guardian Bank, Guardian Trust Company and the Guardian Detroit Company.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET

New York

**AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS**

CLIENTS

Liggett & Myers Tobacco Co.
Western Electric Co.
The T. A. Snider Preserve Co.
Loose-Wiles Biscuit Co.
Graybar Electric Company
Association of American Soap
and Glycerine Producers
Eastman Kodak Company
(Brownie Cameras)
The Ansonia Clock Co.

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Poor Richard Club Holds Annual Field Day

The Poor Richard Club, Philadelphia, held its annual field day outing on September 27, at the Manufacturers Country Club, Oreland, Pa. About 150 members attended.

In golf the low net score was made by Ray Neal with 76. This score gave him first leg on the Howard C. Story Golf Trophy. Second low net was made by Richard Taylor. The low net in class "B" was won by W. Lester Banes with a score of 76, which gave him first leg on the Bartley J. Doyle Golf Trophy. Wallis Hellman was second in that class.

The first prize in tennis was won by Wallace Horne and second prize by Louis De Lone. Howard C. Story was chairman of the outing.

The baseball game, which was captained by Karl Bloomingdale and George Shaw, was won by Mr. Bloomingdale's team. Mr. Bloomingdale received the prize for the longest hit and H. Ennis Jones received the pitching prize. Norbert and Raymond Considine were judged the best all-around baseball players.

* * *

Continental Advertising Clubs Form Association

The Continental Advertising Association was recently formed at London by delegates from advertising clubs of ten countries. The countries represented are Austria, Belgium, Denmark, France, Germany, Holland, Norway, Spain, Sweden and Switzerland.

Etienne Damour, chairman of the Corporation des Techniciens de la Publicité, Paris, has been elected chairman in charge of the organization committee, which will submit definite by-laws at the 1928 convention in Paris. The Association is a member of the International Advertising Association, and will make application to be known as the Seventeenth District.

* * *

Tacoma Club Adopts New Luncheon Plan

The Tacoma, Wash., Advertising Club has appointed a different chairman for each of its weekly lunches. A secret committee of three judges will grade the meetings according to their excellence, and a trophy will be given to the chairman who is deemed to have conducted the most successful meeting.

* * *

G. S. Fowler Heads Yale Men in Advertising

George S. Fowler, of the J. Walter Thompson Company, has been elected president of the Association of Yale Men in Advertising, New York. Chester B. Bowles, George Batten Company, was elected treasurer, and Rexford Daniels, Printers' Ink, secretary.

New York Club Honors Mayor Walker

On the return of Mayor Walker, of New York, from his trip abroad, he was welcomed with a luncheon, last week, at the Hotel Astor. This event, which was attended by a large and representative gathering of business and political interests, was sponsored by the Advertising Club of New York.

Many references were made by the speakers to the advertising value of the Mayor's visits to European cities. Gilbert T. Hodges, president of the club, presented the Mayor with a memento of his trip. This was in the form of an album which contained a complete photographic record of his tour.

* * *

Hartford Club to Take Members on Three Little Journeys

The Advertising Club of Hartford, Conn., will hold three meetings, to be known as "little journeys" to the homes of makers and users of advertising. These sessions will be sponsored by the educational committee of which Warren S. Chapin, is chairman.

An evening meeting, called "National Broadcasting Night" will also be held. This program will be in charge of Merlin Aylesworth, president of the National Broadcasting Company, co-operating with the advertising club.

* * *

Muscle Shoals Club Elects Officers

The Advertising Club of Muscle Shoals, which was recently organized at Florence, Ala., has elected the following officers: President, Paul W. Frohman; vice-president, E. I. Howard; secretary-treasurer, A. L. Campbell.

The following were elected directors: James W. Milner, D. C. Guest, J. H. Gathmay, W. T. Goodloe, and S. C. Harlan. Members of the executive committee are J. H. Wilson, Jr., C. D. Jackson, and W. F. Cooper.

* * *

Greensboro Club Has Good Will Meeting

The first meeting of the Greensboro, N. C., Advertising Club was held recently as a "good-will" gathering, with representatives of the two political parties as guests of the club. S. O. Lindeman, president of the club, presided.

* * *

Miss D. E. McElroy Heads Cleveland Women's Club

Miss D. E. McElroy, of the research department of The Warner & Swasey Company, has been elected president of the Women's Advertising Club of Cleveland. She succeeds Miss Ethel Beller, resigned.

New England Urged to Advertise Its Progress

Members of the Boston Advertising Club were charged with the responsibility of "telling the world" about New England and its progress in a recent address before that club by Victor M. Cutter, president of the United Fruit Company.

"It is not enough today," he stated, "for a section of the country or an industry to make a good product or do a good development job. The fullest results cannot be obtained without telling the world about them. Our hope for the future lies in the merchandising and styling of our products and to a large degree in advertising."

* * *

Pacific Coast Club to Meet in June

The convention at Honolulu of the Pacific Advertising Clubs Association will be held from June 10 to 13. Wallace R. Farrington, Governor of Hawaii, has been appointed as general chairman of the committee on arrangements; Don E. Gilman, National Broadcasting Company, San Francisco, heads the general program committee, and Earl Bunting, Portland, Oreg., is chairman of the attendance committee.

* * *

Kansas City Club Appoints Committee Chairmen

The Advertising Club of Kansas City, Mo., has appointed W. R. Kroh to head the membership committee and F. Gabelman, Jr., as chairman of the speakers training division. M. S. Munson was named chairman of the news committee, with B. D. Quackenbush as vice-chairman.

* * *

Direct-Mail Advertisers to Meet at Philadelphia

Philadelphia will be the meeting place for the eleventh annual convention in 1928 of the International Direct Mail Advertising Association. This city was chosen at a recent meeting of the Board of Governors of the association.

* * *

St. Louis Club Celebrates Silver Jubilee

The Advertising Club of St. Louis recently had a silver jubilee party to celebrate its twenty-fifth anniversary. William J. Johnson, chairman of the social meetings committee, had charge of arrangements.

* * *

Kansas City Club to Hold Golf Tournament

The Advertising Club of Kansas City, Mo., will hold a golf tournament on October 12. Howard Stark, chairman of the recreation committee, has charge of the arrangements.

Cleveland Club Organizes Direct-Mail Division

A direct-mail advertising division has been organized by the Cleveland Advertising Club. L. G. Hewins, sales manager of The Van Dorn & Dutton Company, was elected president; Harry B. Winsor, secretary of William Ganson Rose, Inc., vice-president, and Ralph J. Bishop, of The Bishop-Cope Company, secretary. Nelson T. Ziegler, advertising manager of the Ohio Buick Company, heads the program committee.

* * *

Club Presidents Conference Postponed

The midyear conference of advertising club officers of the Board of Club Presidents, of the International Advertising Association, has been postponed to January 9 and 10. It was originally planned for November. The conference will be held at St. Louis. Charles C. Younggreen, of Milwaukee, has been made chairman of the program committee.

* * *

Akron Club Adds Three Directors

Three new directors were elected recently to the Advertising Club of Akron, Ohio. They are: J. Aubrey Hildebrand, merchandise and sales manager of The C. H. Yeager Company; Harry S. Quine, director of publicity for The General Tire and Rubber Company, and George F. Zook, president of Akron University.

* * *

Discuss Plans for New England Council Meeting

The Publicity Club of Springfield, Mass., held its first meeting of the fall season on October 4. Floyd E. Williamson, representing the New England Council, was the speaker. Plans were drawn up for the reception of the Third New England Conference to be held at Springfield on November 17 and 18.

* * *

Woodbridge Opens Season for New Orleans Club

The Advertising Club of New Orleans held its first meeting under its new administration on September 26. The speaker was C. K. Woodbridge, president of the International Advertising Association, who made a special trip from Detroit for this occasion.

* * *

New York Advertising Legionnaires Sponsor Band Concert

The Advertising Men's Post of the American Legion, New York, will act as sponsor for two concerts to be given on October 9 by the United States Marine Band. The concerts will be held at the Mecca Temple.

The Little Schoolmaster's Classroom

THE importance of using the correct colors in color advertising, when a product is supposedly reproduced facsimile, was demonstrated recently.

The manufacturer of a household utility was forced to confine one of his magazine advertisements to two colors. The colors selected by the artist, in order to produce an "artistic effect" would not, however, lend themselves to a faithful showing of the product.

Nobody in the organization thought seriously about it, and the illustrated advertisement appeared in the colors arbitrarily chosen by the artist who created the drawing. It was a pleasing color scheme, no doubt of that.

The advertisement was artistic. But here is what happened: Women wrote in and complained because they were unable to find the device in those same colors. The dealers had told them that it did not come in the color combination shown in the advertisement. The color scheme of the device, as shown, just happened to strike the popular fancy.

The upshot of it was that the manufacturer was compelled to produce the product to fit the color scheme of the advertisement. And it has been a leader ever since.

* * *

Such a great variety of merchandise is sold today by drug stores that comments on this practice form the basis for many humorous quips. Perhaps the most common of these is the tale of the person who unsuccessfully tried to get a prescription filled at one of these combined book stores, luggage shops, grocery and soda dispensaries. But the end is evidently not yet in sight.

Last week the National Wholesale Druggists Association held its fifty-third annual convention at Atlantic City. One of the speakers suggested that druggists stock and sell brass band instruments. He pointed out that the annual sales of these instruments amount to

about \$10,000,000 and saw no reason why the druggist should not get his share of this business.

The Schoolmaster cannot understand why this man overlooked the far greater sales made by the automobile tire, typewriter and jewelry industries. There still remain a few other articles sold by various retail stores that have not yet been shoved across the counter of the drug store that could be sold as readily as saxophones and trombones.

Although there have been some indications that at times such diversification does not pay, the success of the majority of the stores following this practice points to the fact that it is good business, at least for the store. The economic weakness of too many retail outlets in a limited territory has been covered by a number of articles in *PRINTERS' INK*. But whether it pays or doesn't the Schoolmaster is looking forward to the time when the drug store that specializes in the sale of drugs will be as common in every neighborhood as it is now uncommon. There will be one drawback, however, a name other than drug store will have to be created to designate them. As it now stands, drug store means something entirely different to most people.

* * *

A member of the Class suggests, in connection with a recent article in *PRINTERS' INK* which described the book trade as being "on the frontiers of advertising," may be found in a shift of the emphasis and effort from the publisher to the retailer. And he points his argument with a quotation from an article in "Direct Mail Selling," an interesting printers' house magazine. It is published on a syndicate plan by a group of printers in various cities, and the story in question tells of the successful direct-mail promotion of a novel book-retailing idea through the installation of "New Book Nooks" in drug stores.



Boys' LIFE

THE BOY SCOUTS' MAGAZINE

37 So. Wabash Avenue
Chicago, Ill.

200 Fifth Avenue
New York City

Lincoln Building
Los Angeles, Cal.

Oct. 6, 1927

WANTED— A *versatile* *commercial* *artist*

A large automobile manufacturer located in a Middle West city of 100,000 will employ a versatile, commercial artist whose abilities and experience include retouching, hand lettering, borders, cartoons, and other miscellaneous types of art work. The position will be a permanent one to a man well qualified. Write fully, stating age, experience and salary expected. If possible, submit samples of various types of work. Address "M," Box 123, Printers' Ink.

"It's An Ill Wind—"

Unusual combination of circumstances makes available services of young man (30) of pleasing and forceful personality with plenty of brains and initiative.

Comes of old American Stock. University graduate, married and home-owner. Has broad, practical experience in advertising and direct-mail work with nationally known companies.

Type of man who will fit into your organization. Chicago position preferred. Interview will prove mutually profitable.

Address "J," Box 122, P. I., 231 South La Salle St., Chicago.

N.Y. Agency Connection

is sought by young advertising man. He is 25, well educated, and has 4½ years' agency experience—some in copy writing, but mainly in contact and sales. He is now account executive on two accounts with a well-rated small agency.

He would like to assist an account executive or to work at copy, contact, research, or sales, with a moderate-sized or large N. Y. agency.

Address "O," Box 125, Printers' Ink.

"Isn't there a thought here for the book publisher, and for manufacturers in other lines who feel that they haven't yet fitted advertising as effectively into their plans as they might?" this scholar suggests. "It is usually considered that the advertising job devolves upon one or both of two people in the distribution chain: the manufacturer and the retailer.

"You point out that the jobber can seldom advertise successfully, and that the book publisher's position is analogous to that of the jobber; the author being the manufacturer. Well, if neither author nor publisher can find a way to use advertising successfully, why shouldn't they both look to the third link in the chain—the retailer—and concentrate their efforts on helping him to do an effective advertising job, perhaps by circulating valuable ideas such as this one?"

* * *

Among the by-products of export trade, copy angles surely rank high. Many American firms have already discovered this, but many more are still to wake up to it. Think of the romance and drama to be found and capitalized in the fact that your lathes are set up in the shadow of the pyramids, or your fly-swatters in active employment in the shops lining the Forum of Imperial Rome!

Such a copy angle, although of a quite different sort than these, turns up in a recent issue of "The Disston Crucible," published by Henry Disston & Sons, Inc. It shows a group of schoolboys in the Fiji Islands contentedly employing Disston saws not to prepare a hapless missionary for the pot in the style of their picturesque ancestors, but to make desks for

Photostats !!!
of any subject —
By Photographers
Fast Messenger Service
PACH BROS.
82 West 48th Street, New York, N. Y.

An Opportunity

for Advertising Men Who Can Sell
and Service in Chicago, New York,
Cleveland, St. Louis, Milwaukee
and Pittsburg

*A*n old, well-known concern operating nationally is now definitely specializing in industrial agency service and wants competent men in these industrial centers.

Compensation to be on commission and drawing account. Men will be supported by intensive sales promotion and competent service.

Applicants should preferably have experience in creative direct mail sales and production, and industrial and technical advertising. Principals of industrial agencies might be especially interested.

Only those who know enough of plans and procedure to confidently sell and service accounts a night's ride away from headquarters can successfully fill these positions. To such men this is a new and unusual opportunity.

Men should be well acquainted with advertisers and be well regarded by them.

You may write us in full confidence. Our own staff have read this advertisement. Please reply care Box T. K.

Chicago Office
PRINTERS' INK PUBLISHING CO.
231 South La Salle Street
CHICAGO

Can You

Sell complete printing service in Indiana, Ohio, Michigan, Western New York, Northern Illinois or Wisconsin for an old, established printing house located in Central Michigan? If so, tell us about it. We have several money-making openings for hustlers with experience.

Address "H," Box 269
Care Printers' Ink

To Let for Business 74 Fifth Ave. AT 13th ST.

Exceptionally desirable location
modern building. 7,500 feet to the
floor. Sprinklered.

Light on all four sides.
Separate shipping entrance.
Extremely desirable for publishers,
advertising ag'ts, etc.

Apply Supt. on premises or
HUBERTH & HUBERTH
2 Columbus Circle
Circle 7820

He's a Versatile Chap Can You Use Him?

He is 23 years old.
He has College and Art School training.
He has 3 years practical advertising
experience.
He can write.
He can arrange attractive layouts and
dummies.
He can letter and finish some art work.
He can deal with printers and engravers.
He is available for advertising depart-
ment or agency.

Address "Q."
Box 126, Printers' Ink

their own progress in education.

Surely, among the Class, this contribution of human interest to advertising can be equalled by many others; perhaps exceeded. Let's hear of some more examples.

* * *

"When the customer stops buying, find out why," seems to be a popular rule among retailers today. Every so often a letter comes in from some store where the Schoolmaster has traded in the past, stating that, "Our records show that you have not been in to see us for quite a little while," and asking if this lapse has been caused by any dissatisfaction with the store's goods or service.

Probably these letters are sent with the best of intentions. Most of the senders sincerely want to know if there is any trouble. But apparently few of them know what to do once the sore spot has been located.

The Schoolmaster has replied to several of these letters, telling exactly why he has not traded at these stores recently. Invariably the dealer has come back with an unctuous, meaningless reply—apologizing and "hoping you will give us another trial," but not offering to do anything about the complaint that had been made.

D'Andrea Brothers, Inc., New York men's tailor, recently varied the usual procedure by enclosing a questionnaire with its "What's

Golfdom

On your 1928 list put GOLFDOM, the Business Journal of Golf. It's the only journal in this active, big-money field. Each month it is sent free to every golf club president, greens chairman, manager, greenkeeper and pro in the country. GOLFDOM, 236 N. Clark St., Chicago, Ill.



Howell Cuts

for house organs
direct mail and
other advertising
Charles E. Howell • Pick Building • New York

Oct. 6, 1927

PRINTERS' INK

225



Dramatized Industrial Productions

Produced by
Automatic Movie Display Corp.
New York

"NINETY-SIX MEN leaned forward eagerly"

"**I**t was after dinner at a dealers' meeting that a five reel motion picture was shown, giving every step from crude materials to finished product. In one town this picture packed the theatre while a feature picture in the only other theatre showed to empty seats. Such meetings have proven the best means of this manufacturer to reach the greater portion of its 30,000 dealers throughout the United States." (A quotation from Sales Management Magazine.)

The five reel motion picture referred to was a DRAMATIZED INDUSTRIAL PRODUCTION. We have just finished a second production for the same company. We conceive and produce DRAMATIZED INDUSTRIAL PRODUCTIONS IN THEIR ENTIRETY—and help to successfully circulate them through proper channels. Let us figure with you on your next production. No obligation.

Automatic Movie Display Corporation
130 West 46th Street, New York City, Bryant 6321

A Corporation, one of our clients, a leader in its field, desires to fill an important executive position in its organization.

Salary \$10,000 Plus Commission for SALES EXECUTIVE

An established engineering corporation with a national reputation is looking for a man between the ages of thirty-five and forty-five years with a convincing record of substantial accomplishments to direct their sales force.

The requirements for this position call for an organizer capable of enthusing his men and building up and maintaining a force of high-class sales engineers.

The service of this corporation is sold *only* to principals and important executives—average sale \$5,000.00.

Application by mail only—give complete business history, age, personal history. Replies will be turned over to a Vice-President of the corporation (our client) who will arrange for interview. Strict confidence observed.

Address W. T. M.

H. E. Lesan Advertising Agency

Graybar Building, 420 Lexington Avenue, New York City

An
ART DIRECTOR

long familiar with the production of every form of advertising, and with editorial experience on magazines and newspapers, seeks a new connection. It has been his privilege to assist in the creation of several of the most important national campaigns during recent years. He has, of course, a thorough knowledge of layout, type and of reproduction in all mediums and a wide acquaintance among artists.

Address "R," Box 127,
Printers' Ink

**TRAVELING SALES MANAGER
WANTED**

To do the work heretofore done in the field by the General Sales Manager. Two men have previously tried this work and failed; therefore, this is an opportunity only for a man who has demonstrated his ability in similar work.

REQUIREMENTS:

At least ten months traveling over large territory each year.

Ability to select salesmen who can successfully negotiate large deals, employ them on a commission basis without drawing account, and afford them proper coaching.

Ability to locate prospects with money and sell them quickly a proposition involving the investment of large sums in equipment.

Wide business training, mature judgment, absolute honesty, plenty of guts, and good health.

THE COMPENSATION:

Moderate salary, expenses, and a share of the profits that will make the connection attractive and the work interesting.

A personal interview at the factory located in the South will be arranged at our expense with the applicant whose qualifications best meet our requirements. Tell the whole story in your first letter, which will be treated in strict confidence. Address "W," Box 270, P. I.

the matter?" letter. A number of possible causes for dissatisfaction were listed. Although skeptical, the Schoolmaster checked "linings" as the sore spot and returned the card.

Shortly after, this letter arrived:

First let me thank you for your kindness in replying to the questionnaire recently sent to you. You will appreciate, I am sure, that the first step in making good on any possible dissatisfaction with our service is to know the precise cause.

I can say to you with the utmost sincerity that D'Andrea Brothers never want to take one red cent from a customer who does not believe he received full value for his money.

D'Andrea Brothers use only the very finest obtainable materials for the linings and if yours have not given you the service to which you are entitled, we are quite as anxious as you to ascertain the reason. In any event, we can assure you that any defective material will be promptly replaced without cost to you, or any other adjustment made which you may consider fair.

As a first step in that direction will you be good enough either to bring in the garment or, if that is not convenient, let us send a representative to see it and talk the matter over with you.

Thanking you for the opportunity you have given us to make good.

Here, at last, was a retailer who knew what to do with a complaint after he received it. The offer to send a representative to see the Schoolmaster was so unusual and obviously sincere that the Schoolmaster decided then and there to buy another suit at D'Andrea Brothers. As for the lining, maybe the Schoolmaster did expect a little more than he should from it. He decided to forget about it.

The letter had served its purpose.

Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Eighth Year.

Brockton Daily Enterprise

Printing 24,000 Daily.

Less than 2100 lines 8½ cents a line; 2100 lines or more 7½ cents a line.

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



GIBBONS knows CANADA

I. J. GIBBONS Limited, Advertising Agents

TORONTO

HAMILTON

MONTRÉAL

LONDON, ENGL.

WINNIPEG

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Save you money on publications. Printer producing eight monthlies can take more. High-class work; individual service; only 2 hours from New York; messenger. Stryker Press, Washington, N. J.

Advertising Man—seven years' successful experience in newspaper field—desires connection with agency or publisher's representative. Will invest with services in New York or vicinity. Box 814, P. I.

Small Class Publication

Excellent opportunity to develop property to insure splendid yearly profit. Interview arranged. Box 803, Printers' Ink.

Trade Publishers—Do you want real, conscientious representation and service in Chicago territory? A live publisher's representative organization can take on a few good papers. Box 822, Printers' Ink, Chicago Office.

If looking for an interesting career in the advertising, publicity, theatrical and moving picture business we offer you an opportunity to buy an interest in and become associated with our profitable enterprise located in New York. Box 791, Printers' Ink.

HELP WANTED

SIGN SALESMEN

Territory open for a fine line of advertising signs and displays. To capable men handsome returns assured. State experience. Box 793, Printers' Ink.

WANTED

Experienced advertising solicitor on a weekly class magazine in New York. Must have advertising agency contacts and confidence of advertisers. Salary and commission. Box 823, P. I.

Advertising Salesman—for an old established monthly Magazine, must be posted on National Advertising. We are prepared to offer very liberal commission to the right man. Address Rockwell, 606 F Street N.W., Washington, D. C.

WANTED

Space salesmen for leading class journal in factory equipment field—must be willing to work hard and go anywhere. A real opportunity for a brilliant beginner. No applicant over 21 years of age considered—non-college graduate preferred. Box 806, Printers' Ink.

ASSOCIATE EDITOR—for monthly magazine going to producers and users of printing for sales purposes. Must have had experience in preparing and selling campaigns of printed matter and understand the printers' problems. Editorial experience essential. State age, background and starting salary needed. J. C. ASPLEY, DARTNELL CORPORATION, 4660 Ravenswood Ave., Chicago.

DIRECT MAIL SALESMAN

wanted, experienced in preparation and sale of all kinds of advertising matter, fine opportunity waits right man. Box 1339, Charlotte, N. C.

COPY WRITER

with mail-order experience on books and correspondence courses. A congenial agency connection for a man who knows this field and can write forceful, result-producing copy. Write in full confidence, outlining your experience. Our own organization knows about this advertisement. Box 807, Printers' Ink.

PHOTO-ENGRAVING SALESMAN

A well-established Photo-Engraving House desires to increase its selling force and solicits applications from salesmen accustomed to High-Grade Engraving service. Those with an established clientele will find this an excellent opportunity of securing congenial, profitable and permanent connection, drawing account or commission as desired. Plus bonus. Box 821, P. I.

SPECIALTY SALESMEN WANTED

One of the oldest and best-established manufacturers of decalcomanias and transparencies has some very rich territory just now open for the right type of specialty for sign salesmen. If you are the type of man to sell quality products strictly on their merits regardless of price, we will support you with price schedules that will make sales doubly sure.

Such territories as Boston, Philadelphia, Cincinnati, Kansas City, Omaha, Minneapolis or St. Paul, Denver, Dallas, New Orleans, Louisville and Richmond are open—but not for long.

If you measure up, write promptly, giving full details in your first letter. Box 825, Printers' Ink.

WANTED

General Sales Manager

A prominent concern rated AA1, established many years, manufacturing high grade and well known products requires the services of a seasoned General Sales Manager, possessing a successful record in handling specialty salesmen selling high grade equipment to merchants. A permanent opportunity and attractive proposition for a sales director who can produce. We will arrange interviews with the President. Only applications giving full details will be considered. Frank D. Webb Advertising Company, 4 North Howard Street, Baltimore, Md.

Oct. 6, 1927

Correspondent, experienced, is wanted by a nationally advertised establishment, the largest of its kind in the world. Must be of proved ability and able to direct the work of others. Salary commensurate with ability. Excellent opportunity is offered and applications will be held in strictest confidence. Box 828, P. I.

MISCELLANEOUS

The Wizard Copyfitter—27 popular types accurately chartered. Pick type and instantly make your copy fit. Prepaid, \$1.15. Send check to Wizard Copyfitter, Rm. 318, 4651 Lake Park Ave., Chicago.

"EVERY EMPLOYER TURNS ME DOWN"

The correspondent that I am quoting bewailed the fact that he had sent out fifty letters of application and hadn't received a single favorable response.

Six crude errors glared at me from his letter. He didn't know it, but his own letter was a fine bit of evidence of his unfitness for any responsible advertising work.

He said he had practically completed an advertising course. I don't know whose fault it is, but if he had been on my list of subscribers he would either have stopped making those crude breaks or been advised that his place was not in the advertising field.

If you write me for particulars of my Coaching Service in Advertising, Selling and Business Writing, I want a full outline of your needs and aims. Tell me what you have studied, the kind of work you have done and are now doing. I'll advise you frankly. Whether or not we establish a relationship, you are welcome to my best counsel.

My Coaching Service in Advertising, Selling and Business Writing covers 20 months. Text-books of college standard used. Loose-leaf Supplementary Helps. Friendly editorial service by me. No cut-and-dried criticism. My instruction reflects my own personal attention, based on an experience in modern advertising-agency practice and 25 years in advertising, selling and business writing.

I can serve a few more men and women of the caliber and spirit of those now in my group of subscribers.

S. ROLAND HALL

Box 623
Easton, Pa.
Member, American Association of Advertising Agencies, Authors' League.
Formerly Advertising Manager, Alpha Portland Cement Co. and Victor Talking Machine Co.

POSITIONS WANTED

Graduate of Antioch College with 3 years' business experience. Interested in market analysis and research. Prospects for advancement more important than immediate salary. Box 792, P. I.

CONSULT

An experienced merchandising woman for the successful marketing of products bought by women. I speak women's language. Box 815, Printers' Ink.

Advertising Research Position desired by young woman who knows how and where to get facts. Experienced in interviewing, writing reports and special articles. Box 819, Printers' Ink.

YOUNG MAN, 24, good personality, desires position as advertising solicitor. Some experience as assistant to publisher's representative. Have had sales experience. Free to travel. Box 818, P. I.

Advertising Copy Writer Available Eight years' experience; original ideas; concise, forceful writer; age 36; salary, \$75 weekly; now in Chicago; will go anywhere. Box 826, Printers' Ink.

EDITOR of very successful HOUSE ORGAN wishes to edit another on part time basis. Reasonable fee. New York preferred. Box 796, Printers' Ink.

COPY WRITER Young man (25) of college training and 2 years' advertising experience, perfectly willing to submit samples of work. S. Freeman, 550 Linwood St., Brooklyn, N. Y.

AN ARTIST-VISUALIZER—combining unusual versatility and ability from idea to finished product—seeks part-time connection with a progressive New York organization. Box 817, P. I.

COPY WRITER widely experienced as copy chief for leading New York agencies on big accounts, and as advertising and promotion manager. Box 813, P. I.

ADVERTISING AGENCY BOOK-KEEPER seeks position. Age 33. Married. Address Box 820, care of Printers' Ink.

PRODUCTION MANAGER AVAILABLE. BOX 798, P. I.

Executive Secretary Available Woman Executive Secretary large national organization desires new connection; college degree; eleven years' organization experience; also writer. Present salary \$5000. Box 799, P. I.

Advertising Solicitor

Wants to hear from publication that can use live wire. Last connection, 5 years, national publication. Box 804, Printers' Ink.

Financial Advertising Specialist Mail Promotion of Bonds, Mortgages, Stocks, Bank Services, Insurance (all forms) real estate. Direct returns or back up sales force. Ten years experience leading houses. Full or part time. \$7,500. Box 809, Printers' Ink.

MAIL ORDER

Unusually successful record getting results at low cost for clothing, foods, beauty products, books, medicines, fat reducers and other direct-to-consumer, agents and coupon accounts. Box 802, Printers' Ink.

POSITION WANTED — by man with twelve years' experience selling display advertising in leading mechanical and technical trade journals. Eastern Territory preferred. Box 795, P. I.

Advertising Solicitor-Copy Writer
9 years' experience—4 years advertising manager daily newspaper, 2 years agency copy writer. Gentile. Age 30. Suitable as Copy Writer, agency, private firm, manufacturer, or Solicitor, newspaper, magazine, trade journal. Box 811, P. I.

ADVERTISING MAN
Has written copy for trade papers, sales bulletins, folders, handbooks, house-organ; studied markets, merchandising; prepared illustrations, layouts and dummies. Now employed. Seeks and can handle larger job. Box 816, Printers' Ink.

MADE TO YOUR MEASURE
A young man you can develop quickly to be a consistent producer of fresh, vigorous copy that rings true, and snappy layouts that get the ad seen and read. Age 26; single; Christian Scientist. Address Box 1526, 45 East 55th St., New York.

YOUNG WOMAN — over ten years' broad experience and excellent contacts as publicity director, advertising manager, copy-writer, associate editor, Chicago, New York and road; excellent background, education, personality. Wishes position or free-lance work in Chicago or travelling. Box 827, Printers' Ink.

Here is an opportunity for some publisher, agency or manufacturer in the fields of mechanical or electrical engineering to get an unusual man at a moderate salary. Have invested, in ten years of technical advertising, millions of dollars for clients in campaigns that have definitely increased sales. Have sold service and space. Box 824, Printers' Ink.

Capable Executive — 10 years' experience wholesale selling and sales promotion, general business management. Includes supervision of salesmen, office and factory employees. Liberal and technical education, good appearance, thoroughly responsible. Good connection wanted, any location considered. W. R. MacDonald, 4335 Campbell St., Kansas City, Mo.

ARTIST
12 years' experience. 7 years with nationally recognized agencies as staff artist visualizer and idea man. Thoroughly versed in agency practice and merchandising. Unusually fast, and versatile in all mediums. Now in agency. Prefers location in New York Agency or Studio. Excellent New York references. Box 800, Printers' Ink.

ART DIRECTOR AVAILABLE
He knows the psychology of art in advertising. Has an excellent background including study abroad. Understands different mediums and treatments and can do finished work in many of them. He is capable of visualizing, campaigns and buying all art work and plates. At present employed as Art Director of prominent printing house, but wants a bigger field, preferably with a high class advertising agency, or publication. Box 797, Printers' Ink.

PRODUCTION MANAGER — printing executive; long experience; good education; keen student of Advertising and Merchandising. Make himself useful in the routine of Agency office. Highest references. Moderate salary. New York City. Box 794, Printers' Ink.

IDEA MAN
Striking copy and layout ideas for direct advertising. House Organs, Sales Plans. Manager creative department. First-hand printing experience. Record of outstanding work. Engaged part time. Want full or part time. Box 810, P. I.

PAID OWN SALARY

Advertising or publicity directorship or assistant directorship or copy-writing position desired by married Anglo-Saxon American, 31, 10 years' varied experience, practical knowledge merchandising and sales promotion, also editing. Paid his salary in last position by publicity obtained. Write for details and booklet on advertising. Box 829, Printers' Ink.

A retail jewelry concern operating four different types of jewelry stores in a city of five hundred thousand people seeks an advertising writer who has experience and originality in writing advertisements for high grade medium and installment merchandise. Must be versatile in layouts and also mail order advertising. State salary. All communications treated confidentially. Box 805, P. I.

An Editor Who Is More Than a Comma Chaser!

He has sold goods successfully; managed a weekly newspaper; edited a house-organ and served on the staff of a widely-read business publication. Now engaged in editorial work. Wants to take charge of a business paper where sales slant is a necessary factor. Whole or part time; New York or vicinity. Box 812, P. I.

YOU CAN
use this man. Now employed. Age 30, Christian, college trained, earning over \$7,000. Seven years as Salesman, Sales Promotional, Assistant Sales Manager. Has organized and promoted several propositions. Now represents large national advertiser in Central New York, desires to get back to New York or very nearby as Assistant to Executive in marketing or advertising. Right connection means more than initial salary. Box 808, Printers' Ink.

**Advertising — Merchandising
Sales Promotion — Selling**
Advertising executive, age 29, experienced all phases national and retail advertising, merchandising, sales promotion selling—desires association with local headquarters of national advertiser. Unusual experience with retailers, jobbers and their sales organizations. Now advertising manager for prominent manufacturer with national distribution and factory chain stores. Has university education, fundamental business background, proven ability to produce results and sufficient experience and energy to plan and execute retail and national sales and advertising campaigns. Box 801, P. I.

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THE HUMAN APPEAL IN COPY



THREE is nothing that one man sells and another man buys that does not have its angle of human appeal.

It must meet a human need, satisfy a human desire or gratify a human whim.

A musical comedy gratifies the very human wish for color and sound; a drama appeals to human sentiment; a story to human understanding, and a sermon to human conviction.

The successful advertisement approaches the reader along the same lines.

There is no business organization that does not have in it and of it an individuality—whether of one man or a composite of the individualities of many men.

The greater this individuality the greater the success of the business organization. Advertising is the expression of this individuality—of this human appeal.

You cannot submerge or suppress individuality. Advertising, to be good, must extend the individuality of the concern to its prospective customers.

It is just as much a part of the policy and the operation of the concern as is its product.

Good advertising is virtually a product of the house it advertises. It serves the customers of that house.

* * *

GOOD advertising is good nature. Good nature is the greatest human appeal on earth. Not "jollying," not lightness of verbiage, but the good nature of sincerity, of friendliness.

That sort of advertising makes people glad to read it. If a man can write that kind of copy, people are always going to stop at the page holding his advertisement, and stop with pleasant anticipation. You can read an advertisement and come pretty near telling what kind of treatment the advertiser will give you. His individuality cannot be kept out of his advertising—if it is his advertising.

* * *

ADVERTISING is the advance agent of satisfaction. It is the good faith of the house and must be as trustworthy and as confidence-bestowing as the guarantee that goes with the goods. Some people buy things because they need them, some buy things because they are curious to know about them, some buy things because somebody else buys them—but all buy things because they want them.

Good advertising creates the want, good merchandising meets it.

Successful advertising is interwoven with successful merchandising, and vice

versa. The successful house, large or small, is the one that makes a human appeal, day in and day out, to its possible and its present customers.

The advertiser who believes in himself and in his goods inspires other people to share his belief.

The man who writes his copy approaches him as do his potential customers. It is for him to acquire the advertiser's enthusiastic belief.

If he does that he cannot fail to show it in the copy. This kind of belief projects itself in simple, strong, earnest copy which commands the confidence of the reader and convinces him.

That is human appeal—contagious belief.

Human nature is the same in all phases of life. There has to be—there is—a human side to every advertising problem. Nine times out of ten it is the individuality of the organization whose product is to be advertised.

Put that individuality, that sincere, earnest belief, into it, and there is a natural and willing response.

A good advertisement follows the line of human appeal, which is by way of the heart and mind.

* * *

LET us tell you how we have used the "human appeal in copy" in serving our customers by the use of Magazine, Newspaper, Farm Paper, Trade Paper, Outdoor, Street Car and Radio Broadcasting.

WM. H. RANKIN COMPANY Advertising

Established 1899

342 Madison Avenue New York City Murray Hill 9300	Tribune Tower Chicago, Ill. Superior 6600
San Francisco Portland, Oregon	Seattle Los Angeles Toronto, Canada

Charter Member of the American Association of Advertising Agents

Member National Outdoor Advertising Bureau

S U P R E M E I N C H I C A G O
FIRST IN ADVERTISING - FIRST IN CIRCULATION

*Chicago is the
Center of the
New Business
Activity. . . .*

TWO evidences of any territory's business activity are building construction and employment conditions.

The first six months of this year showed in the Central West, an increase of \$167,226,700 in building construction. The total for the United States in the same period only showed an increase of \$59,834,000. Leaving the Central West out of the building totals, the remainder of the country shows a loss of \$107,400,000.

The building industry for sometime past has been the backbone of business. From these figures it is quite obvious that the Chicago Zone is the mainstay of the building industry.

Prosperity is reflected in employment conditions. With the employment index for the United States standing at 96 after June changes, it was at the lowest point since November, 1924. In Chicago, however, the state of industry was above the level of any previous month this year.

Advertisers can win immediate advantage from these favorable conditions in Zone 7 by availing themselves of the Chicago Tribune's coverage of the principal trading centers—a coverage that is so intense that The Tribune's circulation in these 204 principal centers alone is greater than the total coverage in the Zone of any other Chicago newspaper.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Daily Circulation 781,521

Sunday Circulation 1,092,589